Key to profile information

Data in agency profiles was obtained from agencies that received and completed a questionnaire prepared by ADVERTISING AGE.

Agencies were asked to provide gross income and total volume, the latter identified as the sum of media billings, billings to the client for materials and services and capitalized fees—a method of equating fees to billings by treating the raw fee as if it were the 15% commission the agency earned by billing an amount 6.67 times the raw fee.

Gross income in the traditional agency structure is the sum of the 15% commission earned from the media billings, the markup (usually 17.65%) for materials and services billed the client, and the raw fee. Where the agency profile states gross income as an estimate, it was provided by ADVERTISING AGE.

AD AGE again provided a geographic breakout of agency billings. When agencies did not comply with this request made in the questionnaire, their regional billings were estimated whenever possible and they were contacted about the estimates.

This year marked the fourth year in which agencies provided verification from an independent accountant for figures they reported. Those agencies providing a signature were noted in this issue by a check mark within a box in the profile of the agency.

Compliance has improved measurably. Four years ago, one-third of the agencies complied; this year AD AGE achieved 60% compliance.

The statement of verification follows:

> *The undersigned, acting as outside accountant for the agency, confirms that the U.S. income figure indicated above for the year 1987 reflects totals as entered on the books of the company for the period reported.*

Several variations of this statement were accepted including a more formal letter written in 1984 by the New York State Society of CPAs under the direction of Gene F. Gaughan, chairman of the advertising committee of the society.

(See story below)

N.Y. cpa statement used

To agency board of directors:

We *(the accounting firm)* have applied certain agreed-upon procedures, as discussed below, to the account records of *(give name of agency)* for the year ended Dec. 31, 1987, solely to assist you in preparing your report to appear in the "1987 Agency Income Report" to be published by ADVERTISING AGE on March 30, 1988.

It is understood that our report on your accounting records is solely for your information and is not to be referred to or distributed for any purpose to anyone who is not a member of management of your agency without our consent. You may attach a copy of this letter to your agency's report to ADVERTISING AGE.

Our procedure was to confirm total 1987 "U.S. Income" of *(the amount is given)* shown on Line 1 of the agency income questionnaire agreed with the balances in general ledgers or other financial records maintained by your agency and its U.S. affiliates.

Because the above procedure does not constitute an examination made in accordance with generally accepted auditing standards, we do not express an opinion on any of the accounts or items referred to above.

In connection with the procedure referred to above, no matters came to our attention that caused us to believe that "U.S. Income" should be adjusted.

Had we performed additional procedures or had we completed or made an examination of the financial statements in accordance with generally accepted auditing standards, matters might have come to our attention that would have been reported to you.

This report relates only to the accounts and items specified here and does not extend to any financial statements of your agency taken as a whole.

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Footnotes to tables & graphs and directory of ranked subsidiaries

By KEVIN BROWN

The practice of allowing agencies to "double-dip" their subsidiaries makes compilations hazardous from the editor's end, and perhaps confusing to the reader.

Double-dipping is a tradition permitting parent advertising agencies to include the billings and income of subsidiaries in the parent totals by which agencies are ranked. At the same time, the subsidiaries are ranked based on their own lesser totals, in the same ranking as the parent.

In pulling totals, averages or other analytical data from the mound of information available in this issue, double-dipped subsidiaries must be marked so their totals won't be counted twice—once in the parent totals, and separately as a subsidiary.

This can be confusing given the fact that all subsidiaries are not double-dipped for various reasons, some are double-dipped in the current year but not in the prior year, and some, like HDM, have only a portion of their totals folded into the parent—in this case one-third into Young & Rubicam, which shares ownership with Eurocom in Paris and Dentsu Inc. in Japan.

The following methodologies were used in preparing the tables, charts and totals for this issue.

Gross income ranking

The main ranking in this issue, listed in Section I, contains 500 agencies. If an agency is double-dipped it will contain the parent company in which its totals were merged in parenthesis following its name. If an agency is an obvious subsidiary but does not contain the parent in parenthesis, it was not reported in the parent's consolidated totals.

For example, Levine, Huntley, Schmidt & Beaver is a subsidiary of Grey Advertising but it does not have (Grey) after its name. This indicates LHS&B is not carried in Grey totals.

These parent companies are not to be confused with agency mega groups covered on Pages 92 and 93.

The following table lists parents' initials, the full name by which the parent is ranked, and any of its subsidiaries ranked in this issue *and* consolidated in its totals:

BBDO—BBDO Worldwide
- Doremus & Co.
- Blair Advertising
- Caravetta Allen Kimbrough
- Frank J. Corbett
- Franklin Spier
- Ingalls, Quinn & Johnson
- Lavey/Wolff/Swift
- MARCOA DR Group
- Tracy-Locke

BSBW—Backer Spielvogel Bates Worldwide
- AC&R/DHB&Bess
- Campbell-Mithun
- Kobs & Brady

DMB&B—D'Arcy Masius Benton & Bowles
- Ted Colangelo Associates
- Medicus Intercon International

DDB—DDB Needham Worldwide
- Bernard Hodes Advertising
- Fletcher/Mayo/Associates
- Kallir, Philips, Ross
- Kresser Craig/D.I.K.
- Rapp & Collins

FCB—Foote, Cone & Belding Communications
- Albert Frank-Guenther Law
- Lewis, Gilman & Kynett
- Vicom/FCB

O&M—Ogilvy & Mather Worldwide
- Ogilvy & Mather Direct Response
- Rolf Werner Rosenthal

S&SAW—Saatchi & Saatchi Advertising Worldwide
- Cochrane Chase
- Klemtner
- McCaffrey & McCall
- Rumrill-Hoyt, Rochester

SMS—Scali, McCabe, Sloves
- Martin Agency
- Fallon McElligott

JWT—J. Walter Thompson Co.
- Brouillard Communications

Y&R—Young & Rubicam
- Creswell, Munsell, Fultz & Zirbel
- HDM (33%)
- Stone & Adler
- Sudler & Hennessey
- Wunderman Worldwide

Unless otherwise noted, this list applies only to tables in Section I.

Also, in the Section III profiles on the top 100 agencies, the composition of an agency's U.S. totals is broken out not only by billings per office but by offices of the parent's subsidiaries if included in the parent's totals.

Billed media rankings

Throughout the issue, 16 charts rank agencies by billings in various media. In each table, billings of the subsidiaries listed above are subtracted from the parent companies' billings in that medium.

This policy exists because the tables—which list only the top 10 agencies in each media category—would be unnecessarily repetitious

(Continued on Page 96)

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Top 100 agencies by gross income

Rank					Worldwide gross income		U.S. gross income		Worldwide billings		U.S. billings		U.S. cap. fees		Employees	
1987	1986		Agency	Headquarters	1987	1986	1987	1986	1987	1986	1987	1986	1987	1986	1987	1986
1	1	✓	Young & Rubicam	New York	735.5	628.4	385.8	358.1	4,905.7	4,191.4	2,573.0	2,388.5	-	-	11,634	11,13
2	2		Saatchi & Saatchi Advertising Worldwide	New York	693.6	610.1	328.1	310.6	4,609.4	4,246.0	2,187.0	2,042.1	-	-	N/A	N/A
3	N/A		Backer Spielvogel Bates Worldwide	New York	600.7	517.2	261.6	272.0	4,068.7	3,458.3	1,808.0	1,814.3	-	-	6,580	5,148
4	6	✓	BBDO Worldwide	New York	537.0	445.1	311.4	307.0	3,664.5	3,259.0	2,244.7	2,107.5	524.7	477.8	5,510	5,380
5	5	✓	Ogilvy & Mather Worldwide	New York	528.6	459.6	261.6	249.7	3,663.8	3,154.6	1,745.2	1,865.3	-	-	7,686	7,440
6	7	✓	McCann-Erickson Worldwide	New York	512.5	427.7	161.6	146.8	3,418.5	2,852.7	1,078.0	979.3	-	-	7,941	7,412
7	4	✓	J. Walter Thompson Co.	New York	483.0	471.0	243.0	259.7	3,221.8	3,141.5	1,620.8	1,732.1	-	-	6,735	7,662
8	N/A	✓	Lintas:Worldwide	New York	417.9	324.6	166.1	156.6	2,787.2	2,231.7	1,107.9	1,044.2	-	-	5,364	4,887
9	9	✓	D'Arcy Masius Benton & Bowles	New York	371.3	333.7	196.8	189.6	2,494.3	2,237.6	1,332.3	1,278.5	49.3	51.1	5,428	5,371
10	12	✓	Leo Burnett Co.	Chicago	369.2	305.2	232.5	201.0	2,461.8	2,061.8	1,550.0	1,361.6	52.7	55.7	4,643	4,405
11	11	✓	Grey Advertising	New York	369.2	309.1	218.2	203.6	2,462.6	2,061.7	1,455.4	1,358.0	95.4	79.4	4,460	4,725
12	8	✓	DDB Needham Worldwide	New York	358.5	375.0	218.0	250.4	2,581.5	2,557.5	1,616.0	1,726.6	393.0	339.0	4,322	4,444
13	10	✓	Foote, Cone & Belding Communications	Chicago	344.6	323.0	244.2	242.4	2,298.5	2,154.5	1,628.6	1,616.7	550.9	674.2	5,674	5,907
14	N/A	✓	HDM (33% Y&R)	New York	204.0	156.7	27.4	43.7	1,383.6	1,070.1	206.0	308.8	55.6	-	2,256	2,241
15	14	✓	Bozell, Jacobs, Kenyon & Eckhardt	New York	185.2	170.4	158.9	151.9	1,325.0	1,215.0	1,150.0	1,090.0	191.7	215.4	2,347	2,550
16	15		N W Ayer	New York	166.1	159.0	116.2	125.6	1,217.8	1,143.2	678.0	913.9	-	-	2,864	2,566
17	18		Wells, Rich, Greene	New York	114.0	99.7	114.0	99.7	765.0	665.2	765.0	665.2	-	-	805	N/A
18	20		Scali, McCabe, Sloves	New York	93.1	77.5	69.8	62.4	653.2	556.6	506.8	455.6	-	-	1,309	1,253
19	21	✓	Ketchum Advertising	Pittsburgh	88.1	75.3	85.1	69.3	660.0	528.5	610.0	488.5	159.8	133.4	1,207	1,110
20	23	✓	Ogilvy & Mather Direct Response (O&M)	New York	84.0	68.0	39.0	36.0	560.0	454.0	260.0	240.0	-	-	1,200	1,100
21	25		TBWA Advertising	New York	74.6	65.7	18.9	15.7	545.0	453.5	125.9	104.7	-	-	680	618
22	26	✓	Ross Roy Group	Bloomfield Hills, Mich.	71.3	62.4	71.3	62.4	475.3	416.0	475.3	416.0	252.2	222.0	871	811
23	27		Campbell-Mithun (BSBW)	Minneapolis	63.9	57.1	63.9	57.1	425.8	380.2	425.8	380.2	-	-	705	726
24	29	✓	Wunderman Worldwide (Y&R)	New York	62.1	49.1	39.0	33.7	414.8	327.4	260.0	224.5	-	-	393	404
25	31		Chiat/Day	Venice, Calif.	52.5	47.1	52.5	47.1	350.0	314.1	350.0	314.1	68.4	66.2	413	333
26	32	✓	Tracy-Locke (BBDO)	Dallas	47.3	46.2	47.3	46.2	326.0	316.5	326.0	316.5	49.8	37.2	593	604
27	30	✓	Lowe Marschalk	New York	45.6	49.0	45.6	49.0	304.2	326.9	304.2	326.9	-	-	461	512
28	42	✓	Doremus & Co. (BBDO)	New York	45.4	43.1	44.6	42.4	304.1	288.8	297.4	282.6	165.8	140.6	634	540
29	35	✓	Hill, Holliday, Connors, Cosmopulos	Boston	43.4	39.4	36.7	31.7	289.6	262.5	245.0	211.4	201.8	168.3	512	487
30	43		McCaffrey & McCall (S&SAW)	New York	42.1	31.0	42.1	31.0	308.9	203.7	308.9	203.7	-	-	N/A	N/A
31	34		Laurence, Charles, Free & Lawson	New York	41.5	39.4	41.5	39.4	302.0	267.0	302.0	267.0	16.0	16.0	322	317
32	33		HBM/Creamer	Boston	40.9	40.1	40.9	40.1	272.0	267.0	272.0	267.0	-	-	485	558
33	37		W.B. Doner & Co.	Southfield, Mich.	40.6	36.3	37.6	32.6	270.1	238.2	247.2	210.1	28.3	13.0	520	523
34	41		Jordan, McGrath, Case & Taylor	New York	38.4	32.7	38.4	32.7	280.0	240.0	280.0	240.0	44.7	32.0	310	285
35	N/A		AC&R/DHB&Bess (BSBW)	New York	37.4	37.3	32.0	36.9	313.2	298.0	310.4	293.1	14.5	3.1	471	490
36	38		Ally & Gargano	New York	37.2	36.7	37.2	36.7	316.7	296.1	316.7	296.1	12.5	13.9	255	274
37	40		Admarketing	Los Angeles	36.0	33.0	36.0	33.0	201.0	184.0	201.0	184.0	-	-	135	133
38	52	✓	Della Femina, Travisano & Partners	New York	34.3	30.3	34.3	30.3	283.6	212.9	283.6	212.9	73.6	72.5	359	267
38	22		William Esty Co.	New York	36.0	75.0	36.0	75.0	315.0	510.0	315.0	510.0	8.0	-	N/A	N/A
40	64	✓	Earle Palmer Brown Cos.	Bethesda, Md.	33.1	17.1	33.1	17.1	248.7	142.1	248.7	142.1	86.2	55.9	501	N/A
41	44	✓	Lord, Geller, Federico, Einstein	New York	31.8	29.4	31.8	29.4	221.3	212.2	221.3	212.2	18.6	26.7	325	314
42	47	✓	Medicus Intercon International (DMB&B)	New York	31.7	24.6	11.8	9.6	237.8	182.9	102.7	82.4	73.9	56.2	421	397
43	45		Tatham-Laird & Kudner	Chicago	28.9	28.5	28.9	28.5	241.8	238.5	241.8	238.5	67.8	66.8	312	345
44	N/A	✓	Bernard Hodes Advertising Group (DDB)	New York	28.1	20.8	28.1	21.4	187.2	142.7	180.3	138.7	-	-	424	367
45	58		Levine, Huntley, Schmidt & Beaver	New York	26.9	18.8	26.9	18.8	181.8	125.2	181.8	125.2	28.0	27.6	225	208
46	50		Direct Marketing Group	New York	25.6	23.7	25.6	23.7	149.8	101.8	149.8	138.7	148.9	137.9	898	825
47	51		Ammirati & Puris	New York	25.5	22.5	25.5	22.5	170.0	150.0	170.0	150.0	-	-	245	230
48	46	✓	Sudler & Hennessey (Y&R)	New York	23.8	25.5	19.6	18.6	178.9	170.0	131.1	124.0	-	-	272	272
49	56		Keller-Crescent Co.	Evansville, Ind.	23.5	20.3	23.5	20.3	114.5	108.9	114.5	108.9	49.2	53.0	561	560
50	71		Nationwide Advertising Service	Cleveland	23.5	15.3	23.5	15.3	157.2	102.0	157.2	102.0	-	-	358	[illegible]
51	59	✓	Telephone Marketing Programs	New York	23.2	18.8	21.7	17.7	154.8	126.1	144.5	118.0	-	-	735	658
52	73		Hal Riney & Partners	San Francisco	23.0	14.4	23.0	14.4	200.0	125.0	200.0	125.0	-	-	185	135
53	53	✓	Evans Communications	Salt Lake City	22.8	21.8	22.8	21.8	152.0	145.0	152.0	145.0	42.5	40.0	342	345
54	48	✓	The Bloom Cos.	Dallas	22.4	25.9	22.4	25.9	181.5	177.5	181.5	177.5	46.5	37.7	265	304
55	60		Griffin Bacal	New York	21.2	18.5	20.5	18.5	165.7	142.3	160.4	142.3	-	-	211	175
56	55		Warwick Advertising	New York	21.0	20.7	21.0	20.7	141.0	138.0	141.0	138.0	25.7	33.4	190	190
57	61	✓	Ingalls, Quinn & Johnson (BBDO)	Boston	20.3	17.6	20.3	17.6	135.0	117.4	135.0	117.4	16.5	14.3	242	273
58	N/A	✓	Lewis, Gilman & Kynett (FCB)	Philadelphia	19.2	18.3	19.2	18.3	128.0	122.0	128.0	122.0	33.6	32.0	275	280
59	62	✓	Davis, Johnson, Mogul & Colombatto	Los Angeles	18.9	17.3	18.9	17.3	134.2	130.3	134.2	130.3	15.7	15.2	228	240
60	66	✓	MARCOA DR Group (BBDO)	Chicago	17.8	16.4	17.8	16.4	119.2	110.1	119.2	110.1	-	-	177	173
61	63	✓	Fahlgren & Swink	Parkersburg, W.Va.	17.8	14.1	17.8	14.1	118.6	113.9	118.6	113.9	52.4	58.4	303	304
62	72	✓	Rubin Postaer & Associates	Los Angeles	17.6	15.1	17.6	15.1	125.5	109.0	125.5	109.0	1.7	0.6	151	156
63	67		Geer, DuBois	New York	17.3	15.8	17.3	15.8	115.0	105.0	115.0	105.0	-	-	170	150
64	69		McKinney & Silver	Raleigh, N.C.	17.2	15.5	17.2	15.5	114.7	103.2	114.7	103.2	8.0	-	136	128
65	N/A		Tucker Wayne/Luckie & Co.	Atlanta	17.2	N/A	17.2	N/A	123.3	N/A	123.3	N/A	25.0	-	198	N/A
66	54	✓	Dailey & Associates	Los Angeles	16.9	21.1	16.9	21.1	112.8	140.6	112.8	140.6	-	-	N/A	N/A
67	74	✓	Kallir, Philips, Ross (DDB)	New York	16.1	13.9	13.9	12.3	137.0	124.2	123.9	113.0	92.3	81.7	225	190
68	75	✓	Martin Agency (SMS)	Richmond, Va.	15.4	13.5	15.4	13.5	102.6	90.3	102.6	90.3	-	-	N/A	N/A
69	110	✓	Lally, McFarland & Pantello	New York	15.2	9.7	15.2	9.7	67.6	43.3	67.6	43.3	61.6	39.5	80	70
70	68	✓	William Douglas McAdams	New York	15.2	15.6	15.2	15.6	101.9	103.7	101.9	103.7	36.9	37.7	159	165
71	77	✓	Eisaman, Johns & Laws	Los Angeles	14.9	13.4	14.9	13.4	102.2	89.3	102.2	89.3	6.7	4.6	168	158
72	N/A	✓	Rapp & Collins USA (DDB)	New York	14.9	12.1	14.9	12.1	99.4	81.8	99.4	81.8	68.0	49.4	130	110
73	80	✓	Weightman Group	Philadelphia	14.0	13.0	14.0	13.0	93.4	86.0	93.4	86.0	-	-	201	220
74	78	✓	Kornhauser & Calene	New York	13.8	13.2	13.8	13.2	122.0	120.0	122.0	120.0	3.0	2.0	115	107
75	89	✓	Fallon McElligott (SMS)	Minneapolis	13.6	11.2	13.6	11.2	142.5	93.3	142.5	93.3	46.6	46.6	127	108
76	94		GSDM	Austin, Texas	13.5	10.5	13.5	10.5	103.0	85.1	103.0	85.1	-	-	135	N/A
77	84		Richards Group	Dallas	13.4	12.2	13.4	12.2	89.1	82.4	89.1	82.4	49.7	57.4	149	157
78	76		Meldrum & Fewsmith	Cleveland	13.0	13.5	12.4	11.9	80.2	90.0	73.0	82.8	-	-	149	149
79	123	✓	Thomas G. Ferguson Associates	Parsippany, N.J.	12.9	9.7	12.9	9.7	84.1	61.8	84.1	61.8	75.2	50.9	100	70
80	88		Kobs & Brady Advertising (BSBW)	Chicago	12.8	12.0	12.8	12.0	85.3	81.0	85.3	81.0	61.6	59.9	149	141
81	83		Towne, Silverstein, Rotter	New York	12.3	12.2	12.3	12.2	83.5	81.5	83.5	81.5	-	-	45	56
82	85		Wyse Advertising	Cleveland	12.3	12.1	12.3	12.1	93.2	87.5	93.2	87.5	23.4	25.2	185	173
83	100	✓	Cramer-Krasselt Co.	Milwaukee	12.2	10.3	12.2	10.3	84.6	70.4	84.6	70.4	10.4	9.9	158	139
84	104		Harold Cabot & Co.	Boston	12.1	10.0	12.1	10.0	80.6	68.0	80.6	68.0	19.0	13.1	155	125
85	114	✓	Keye/Donna/Pearlstein	Los Angeles	11.9	9.5	11.9	9.5	79.4	63.3	79.4	63.3	4.2	4.7	105	103
86	98		Venet Cos.	Union, N.J.	11.4	10.4	11.4	10.4	76.0	69.1	76.0	69.1	-	-	214	203
87	93	✓	Creswell, Munsell, Fultz & Zirbel (Y&R)	Cedar Rapids, Iowa	11.4	10.8	11.4	10.8	75.8	71.9	75.8	71.9	29.6	29.6	173	174
88	79	✓	Stone & Adler (Y&R)	Chicago	11.3	12.1	11.3	12.1	75.0	96.9	75.0	96.9	-	-	N/A	N/A
89	139	✓	Vicom/FCB (FCB)	San Francisco	11.2	7.4	11.2	7.4	75.0	49.5	75.0	49.5	.75.0	49.5	101	88
90	119	✓	Miller Advertising Agency	New York	11.1	8.9	11.1	8.9	76.3	59.2	76.3	59.2	13.3	6.0	180	180
91	103	✓	Altschiller Reitzfeld	New York	11.1	10.1	11.1	10.1	73.7	67.3	73.7	67.3	13.1	12.0	75	70
92	107	✓	Valentine-Radford	Kansas City, Mo.	11.0	9.9	11.0	9.9	80.9	70.8	80.9	70.8	36.7	30.7	146	152
93	70	✓	Cole & Weber	Seattle	11.0	15.4	11.0	13.4	87.1	106.0	87.1	90.5	36.1	36.6	147	252
94	115	✓	Muir Cornelius Moore	New York	10.9	9.5	10.9	9.5	72.5	63.1	72.5	63.1	-	-	125	125
95	121	✓	Lavey/Wolff/Swift (BBDO)	New York	10.3	8.9	10.8	8.9	72.2	59.7	72.2	59.7	72.2	59.7	72	112
96	99		Avrett, Free & Ginsberg	New York	10.8	10.3	10.8	10.3	90.2	86.0	90.2	86.0	18.0	15.5	59	54
97	N/A	✓	Ted Colangelo Associates (DMB&B)	Greenwich, Conn.	10.7	8.0	10.7	8.0	67.2	49.3	67.2	49.3	-	-	69	73
98	112	✓	Carmichael Lynch	Minneapolis	10.6	9.5	10.6	9.5	70.9	63.5	70.9	63.5	39.0	32.5	165	165
99	96		Al Paul Lefton Co.	New York	10.6	10.5	10.4	10.3	70.8	70.0	69.6	68.8	9.7	9.2	180	185
100	87		Henderson Advertising	Greenville, S.C.	10.6	12.0	10.6	12.0	70.6	80.1	70.6	80.1	18.3	9.0	101	120

NOTES: Dollars are in millions. Initials in parentheses indicate the parent company in which the subsidiaries' figures are included. See Page 4 for more footnotes. ✓ Indicates that agency received signature of independent accountant verifying figures supplied to AA.

Second 100 agencies by gross income

Rank		Agency	Headquarters	Gross income 1987	Gross income 1986	Billings 1987	Billings 1986	Capitalized fees 1987	Capitalized fees 1986	Total employees 1987	Total employees 1986
101		Liggett-Stashower	Cleveland	10,500	10,100	70,200	65,100	-	-	N/A	N/A
102		Rumrill-Hoyt (S&SAW)	Rochester, N.Y.	10,322	9,167	68,813	61,200	47,544	41,948	148	150
103		Kenrick Advertising	St. Louis	10,316	10,825	50,512	52,000	24,326	21,764	165	178
104	✓	William Cook Advertising	Jacksonville, Fla.	10,282	8,269	70,449	56,465	-	-	173	143
105		Colle & McVoy Advertising Agency*	Minneapolis	10,170	9,429	62,177	57,843	10,666	10,656	141	167
106		Barry Blau & Partners	Fairfield, Conn.	10,136	8,455	72,335	60,010	38,306	31,956	109	102
107	✓	Brouillard Communications (JWT)	New York	9,973	9,991	66,517	66,638	-	-	90	96
108		Bayer Bess Vanderwarker & Flynn	Chicago	9,800	7,500	64,799	49,392	2,001	1,334	106	72
109		Rosenfeld Sirowitz Humphrey & Strauss	New York	9,764	19,700	65,126	149,600	2,375	30,500	97	141
110		Mojo	San Francisco	9,556	11,206	63,707	75,226	-	-	130	122
111		Klemtner Advertising (S&SAW)	New York	9,500	8,600	70,000	60,000	54,700	46,150	110	102
112	✓	Elkman Advertising	Bala Cynwyd, Pa.	9,200	6,940	61,364	46,289	35,122	26,013	140	117
113	✓	Ackerman, Hood & McQueen	Oklahoma City	9,197	9.130	63,162	61,500	37,529	28,494	145	154
114	✓	Long, Haymes & Carr	Winston-Salem, N.C.	9,092	7,692	60,700	51,300	20,300	15,670	150	130
115		Poppe Tyson	New York	9,000	N/A	66,000	N/A	8,200	-	124	N/A
116	✓	Keyes Martin Gaby Linett	Springfield, N.J.	8,950	8,218	58,000	53,000	36,500	32,500	100	100
117		Rolf Werner Rosenthal (O&M)	New York	8,850	8,760	61,000	58,450	42,850	38,350	91	85
118		Martin-Williams	Minneapolis	8,800	6,600	78,000	65,000	43,900	34,900	111	93
119	✓	Noble Communications	Springfield, Mo.	8,634	7,104	60,290	50,000	23,965	20,358	178	151
120		Burrell Advertising	Chicago	8,559	7,941	67,063	52,942	36,902	32,899	88	105
121	✓	Omni Marketing*	Oakbrook Terrace, Ill.	8,546	6,897	57,000	46,000	-	-	60	92
122		Bernstein-Rein Advertising	Kansas City, Mo.	8.513	7,602	81,392	70,066	3,441	3,095	127	120
123		Calvillo, Shevack & Partners	New York	8,400	8,300	67,610	67,000	28,150	-	85	N/A
124	✓	Albert Frank-Guenther Law(FCB)	New York	8,379	8,387	55,888	55,941	7,364	5,096	79	79
125		Cochrane Chase Livingston(S&SAW)	Newport Beach, Calif	8,322	10,400	60,938	78,500	31,541	43,619	91	135
126	✓	Lawler Ballard	Norfolk, Va.	8,218	7,710	54,812	51,425	-	-	147	142
127		Gross Townsend Frank Hoffman	New York	8,140	5,102	54,294	34,031	50,692	34,031	90	65
128		M.E.D. Communications	Woodridge, N.J.	8,100	7,690	73,000	67,900	54,000	51,300	105	97
129		McAdams, Richman & Ong	Bala Cynwyd, Pa.	8,000	7,160	57,000	51,000	20,000	-	90	N/A
130	✓	Group 243	Ann Arbor, Mich.	7,996	9,909	48,500	50,900	3,669	4,769	147	175
131		Richardson, Myers & Donofrio	Baltimore	7,975	7,828	58,000	56,942	9,500	7,928	103	97
132	✓	Margeotes Fertitta & Weiss	New York	7,962	6,125	50,275	38,633	9,025	7,003	65	56
133	✓	Frank J. Corbett Inc. (BBDO)	Chicago	7,927	5,508	52,873	36,738	52,873	36,738	68	60
134		Beber, Silverstein & Partners	New York	7,500	10,500	50,000	70,000	-	-	N/A	N/A
135	✓	David Deutsch Associates	New York	7,463	6,068	49,850	40,452	3,377	2,937	73	66
136	✓	Doyle Graf Mabley	New York	7,450	5,136	50,025	34,245	4,169	3,260	68	71
137	✓	MARC Advertising	Pittsburgh	7,400	5,550	49,000	37,000	18,600	16,000	99	93
138	✓	Bader Rutter & Associates	Brookfield, Wis.	7,379	7,023	49,202	46,819	14,887	14,036	112	109
139		Epsilon *	Burlington, Mass.	7,346	7,200	48,976	47,739	26,186	18,956	500	600
140	✓	Muller Jordan Weiss	New York	7,107	6,900	48,105	46,700	7,317	7,100	88	106
141	✓	Miller Meester Advertising	Minneapolis	7,030	5,730	46,869	39,201	-	-	92	80
142	✓	Eric Mower & Associates	Syracuse, N.Y.	6,966	6,352	48,776	42,344	21,253	16,584	115	102
143		Dorritie & Lyons*	New York	6,946	6,156	45,000	40,000	12,506	9,005	50	50
144	✓	Mintz & Hoke	Avon, Conn.	6,827	6,265	45,513	41,767	43,253	40,734	102	110
145	✓	Levy, King & White Advertising	Buffalo	6,825	6,420	45,500	42,800	25,025	19,596	125	123
146	✓	Dugan/Farley Communications Associates	Upper Saddle River, N.J.	6,784	5,978	44,462	39,222	33,540	29,620	60	48
147		Bentley, Barnes & Lynn	Chicago	6,720	6,109	44,801	40,728	1,687	1,954	135	126
148	✓	Goodwin, Dannenbaum, Littman & Wingfield	Houston	6,599	6,100	44,000	42,000	16,342	15,341	70	70
149	✓	Edwin Bird Wilson	New York	6,534	6,394	48,836	45,779	25,546	20,275	72	81
150		Mullen Advertising	South Hamilton, Mass	6,416	5,128	42,798	34,172	9,877	8,835	65	58
151	✓	J. Richard Smith Ltd.	Old Bethpage, N.Y.	6,350	5,120	35,630	31,340	-	-	33	28
152	✓	Grant/Jacoby	Chicago	6,200	5,450	61,350	55,500	33,350	26,000	110	96
153		Messner, Vetere, Berger, Carey Advertising	New York	6,200	6,200	43,000	22,000	-	-	N/A	N/A
154		Martin Marshall Jaccoma Mitchell Adv.	New York	6,151	3,750	41,005	25,003	9,105	6,303	50	35
155	✓	Sacks & Rosen	New York	6,140	5,870	34,838	33,400	10,538	10,040	49	49
156		Benito Advertising	Tampa, Fla.	6,108	4,340	42,498	27,384	33,845	18,976	95	92
157		Berenter Greenhouse & Webster	New York	6,100	3,065	40,606	25,739	11,906	12,039	42	35
158	✓	Malone Advertising	Akron, Ohio	6,100	5,155	40,687	34,384	40,687	34,384	103	94
159	✓	Eric Ericson & Associates	Nashville	6,002	5,081	40,033	35,953	15,760	16,617	92	94
160		William R. Biggs/Gilmore Associates	Kalamazoo, Mich.	6,000	5,996	40,020	39,993	12,282	13,078	110	103
161		McFarland & Drier	Miami	6,000	4,950	40,000	33,000	-	-	68	38
162	✓	Yellow Pages Marketing Services	Mequon, Wis.	5,897	5,318	43,095	39,215	1,314	-	123	104
163	✓	Elsner & Associates	Baltimore	5,892	5,069	45,475	37,718	14,051	11,796	70	70
164	✓	CMS Direct	Rochester, N.Y.	5,872	5,624	44,238	45,662	39,166	37,512	64	93
165		Mutual Media *	New York	5,800	5,600	39,200	37,400	-	-	30	30
166	✓	Borders, Perrin & Norrander	Portland, Ore.	5,796	2,770	36,953	20,189	14,057	6,543	74	74
167	✓	North Castle Partners	Greenwich, Conn.	5,587	5,925	43,986	40,653	19,917	16,430	53	45
168	✓	Campbell & Wagman	Los Angeles	5,572	N/A	37,148	N/A	8,551	-	45	N/A
169	✓	Ephron, Raboy & Tsao	New York	5,502	6,590	38,254	43,936	1,574	703	48	56
170		Frankenberry, Laughlin & Constable	Milwaukee	5,490	5,220	36,600	34,800	-	-	64	62
171	✓	Buntin Advertising*	Nashville	5,413	N/A	35,031	N/A	11,087	-	100	73
172		Vickers & Benson/FKQ	Buffalo	5,352	8,036	35,688	53,617	18,185	17,162	97	127
173		Slater Hanft Martin	New York	5,226	5,948	41,802	40,439	3,202	2,977	48	50
174	✓	Robinson, Yesawich & Pepperdine	Maitland, Fla.	5,165	5,100	34,447	30,804	23,261	16,834	70	65
175	✓	Marketing Resources Inc./WB&H Advertising	Lenexa, Kan.	5,160	3,077	35,600	20,253	8,650	4,253	171	75
176	✓	Stern/Monroe Advertising	Dallas	5,134	4,963	34,245	33,100	-	-	47	45
177	✓	Elgin Syferd	Seattle	5,048	3,897	35,297	28,228	14,541	11,708	88	66
178		Isidore & Paulson	New York	5,030	3,905	32,653	28,006	8,121	7,705	28	27
179		Fogarty & Klein	Houston	5,015	2,793	33,686	18,571	3,428	1,749	38	38
180	✓	Grace & Rothschild	New York	4,996	1,008	33,310	3,724	-	3,669	25	12
181		Taylor Brown & Barnhill*	Houston	4,950	2,850	33,000	19,000	3,000	1,700	61	28
182	✓	VanSant, Dugdale & Co.	Baltimore	4,940	4,084	32,930	27,225	3,541	3,020	58	64
183	✓	Levenson, Levenson & Hill	Irving, Texas	4,935	4,452	38,511	38,191	15,620	11,814	60	69
184	✓	Jayme Organization	Beachwood, Ohio	4,861	4,408	37,799	34,096	32,137	29,088	92	90
185	✓	Tycer Fultz Bellack	Palo Alto, Calif.	4,847	4,394	32,328	29,309	32,328	29,309	57	58
186	✓	Kresser, Craig/D.I.K. (DDB)	Los Angeles	4,764	6,016	32,509	40,104	2,193	1,456	45	50
187		Jordan Tamraz Caruso Advertising	Chicago	4,757	4,300	31,710	28,680	3,089	2,600	74	69
188		Stone & Simons Advertising	Southfield, Mich.	4,740	4,739	31,290	29,679	6,357	5,401	62	62
189	✓	Lord, Sullivan & Yoder	Columbus, Ohio	4,689	4,077	35,841	29,479	19,476	14,826	84	71
190	✓	Winius-Brandon Advertising	Bellaire, Texas	4,675	3,337	37,105	31,596	11,527	10,097	43	42
191		Newmark, Posner & Mitchell	New York	4,576	4,800	30,971	31,388	-	-	68	58
192	✓	Smith Burke & Azzam	Baltimore	4,557	5,194	37,500	40,300	5,672	18,806	60	53
193	✓	BHN Advertising & PR	St. Louis	4,529	4,442	28,525	31,872	13,895	14,786	95	94
194	✓	Lyons Inc.	Wilmington, Del.	4,526	3,946	28,323	23,484	21,335	16,998	84	75
195	✓	Haddon Advertising	Chicago	4,450	3,300	38,211	28,042	21,011	17,742	51	50
196		Jack Levy & Associates	Chicago	4,448	3,313	29,655	22,085	4,291	6,302	51	48
197	✓	Price McNabb Advertising Agency	Asheville, N.C.	4,347	3,383	33,542	25,568	13,467	11,081	86	74
198		Conill Advertising	New York	4,321	3,415	29,890	22,858	2,368	2,675	59	47
199	✓	Drackett & Lavidge	Phoenix	4,314	3,148	7,307	5,409	3,522	2,660	18	20
200		Leonard Monahan Saabye Lubars	Providence	4,290	3,272	26,615	21,824	24,582	17,560	70	54

NOTES: Dollars are in thousands. Initials in parentheses indicate parent agency in which subsidiaries' figures are included.
See Page 4 for more footnotes. ✓ indicates that agency received signature of independent accountant verifying figures supplied to AA. * indicates that gross income figures are AA estimates.

Third 100 agencies by gross income

Rank		Agency	Headquarters	Gross income		Billings		Capitalized fees		Total employees	
				1987	1986	1987	1986	1987	1986	1987	1986
201		[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
202	✓	Lawrence Butner Advertising	New York	4,083	3,846	27,218	24,301	2,881	2,881	37	36
203	✓	Abelson-Taylor *	Chicago	4,074	4,048	34,921	33,638	27,176	27,093	73	53
204		Barnum Communications	New York	4,073	4,852	41,320	40,450	23,365	25,846	[illegible]	60
205	✓	Wolf Advertising (BBDO)	Rochester, N.Y.	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
206	✓	Leslie Advertising Agency	Greenville, S.C.	4,030	4,081	28,592	28,063	8,110	8,152	65	72
207	✓	Frank C. Nahser	Chicago	4,026	3,495	27,594	22,988	9,579	7,217	42	41
208	✓	Doe-Anderson Advertising Agency	Louisville	3,965	4,026	27,520	27,285	12,964	10,892	68	68
209	✓	David K. Burnap Advertising Agency	Dayton, Ohio	3,955	3,063	19,258	17,015	-	-	31	28
210		McKinney Inc. *	Philadelphia	3,920	4,046	27,743	26,677	19,872	18,556	83	84
211		Homer & Durham Advertising	New York	3,910	3,612	25,632	23,500	11,152	9,786	42	40
212	✓	Lohmeyer Simpson Communications	Morristown, N.J.	3,900	3,750	26,000	25,000	19,000	19,500	40	42
213	✓	Juhl Agency	Elkhart, Ind.	3,865	3,717	27,979	27,122	19,838	19,049	67	67
214	✓	Marketing Support	Chicago	3,854	3,639	34,217	33,525	27,109	26,094	52	50
215	✓	Warren/Kremer Advertising	New York	3,830	4,021	26,970	27,270	-	-	52	56
216		Fearon/GBA Advertising	New York	[illegible]	2,700	[illegible]	[illegible]	-	-	[illegible]	[illegible]
217	✓	Stern Walters Partners	Chicago	3,748	3,607	27,034	25,712	8,412	10,517	48	68
218	✓	Franklin Spier Inc. (BBDO)	New York	3,730	3,431	24,880	22,865	4,746	4,247	46	46
219		Kerlick, Switzer & Johnson Advertising	St. Louis	3,640	N/A	41,601	N/A	29,035	-	76	38
220	✓	Zechman & Associates	Chicago	[illegible]	[illegible]	[illegible]	[illegible]		-	[illegible]	[illegible]
221		Warner, Bicking & Fenwick	New York	3,586	2,998	23,974	19,991	12,762	10,905	29	26
222	✓	Stone, August Baker Communications Co.	Birmingham, Mich.	3,550	3,960	27,014	26,124	17,923	15,721	48	48
223	✓	Anderson Communications Cos.	Dallas	3,548	3,736	24,885	25,738	21,131	19,066	68	68
224		Cranford Johnson Robinson Associates	Little Rock, Ark.	3,528	2,999	23,534	20,000	15,829	14,535	77	63
225	✓	Siddall, Matus & Coughter	Richmond, Va.	3,487	2,985	24,637	15,585	14,489	4,467	48	51
226	✓	Simons Michelson Zieve	Troy, Mich.	3,450	2,925	23,500	19,500	8,522	5,961	62	56
227	✓	Paolin & Sweeney	Cherry Hill, N.J.	3,400	3,200	16,500	16,300	11,800	11,800	38	32
228	✓	Rizzo Simons Cohn	Boston	3,376	3,573	22,520	23,826	16,860	16,032	43	41
229		John Malmo Advertising	Memphis	3,375	2,850	22,500	19,000	10,000	8,000	58	51
230		Marquardt & Roche	Stamford, Conn.	3,335	2,977	22,231	20,088	17,175	15,586	45	43
231		Sherwood & Schneider	New York	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	7,261	46	40
232	✓	Welch, Currier, Curry, Anderson	Boston	3,300	2,700	22,000	18,000	7,206	-	46	39
233		Cosmopulos, Crowley & Daly	Boston	3,230	2,000	22,800	20,898	-	-	42	40
234		Gilbert, Whitney & Johns	Whippany, N.J.	3,225	3,100	21,500	20,700	-	-	42	40
235	✓	Potterhazlehurst Inc. *	East Greenwich, Conn.	3,221	2,918	21,071	18,122	11,488	10,098	54	[illegible]
236	✓	Marcus Advertising Inc. *	Cleveland	3,217	3,024	24,618	24,507	4,032	3,546	41	42
237	✓	Dudnyk Enterprises	Horsham, Pa.	3,208	2,449	20,880	15,969	16,924	13,327	45	40
238		Anderson & Lembke*	Stamford, Conn.	3,200	2,300	36,700	28,900	21,300	15,300	31	25
239	✓	Soghogian & Macuga Advertising	Washington	3,168	2,418	19,800	16,120	2,401	1,401	32	24
240	✓	Karsh & Hagan	Englewood, Colo.	3,145	2,893	28,651	24,383	16,431	11,583	52	52
241	✓	Berger Stone & Partners	New York	3,120	2,430	18,300	16,200	-	-	23	22
242	✓	McKone & Co.	Irving, Texas	3,115	3,439	20,778	22,938	15,525	16,722	45	50
243		The Lempert Co.	Belleville, N.J.	3,100	2,935	22,203	20,669	6,003	5,369	27	35
244	✓	Reimel Carter Advertising*	Philadelphia	3,054	2,824	20,000	18,500	8,304	7,144	31	31
245	✓	Kert Advertising	Ft. Lauderdale, Fla.	3,049	2,919	22,987	19,963	334	167	52	51
246		Anson-Stoner	Winter Park, Fla.	3,028	2,107	22,380	14,545	7,470	1,298	50	26
247		Kolon, Bittker & Desmond	Troy, Mich.	3,000	2,900	26,000	23,000	12,000	8,000	60	50
248	✓	Sutton Communications	New York	3,000	2,200	21,700	18,000	16,700	13,300	43	35
249	✓	Food Group	New York	2,961	2,205	19,112	14,291	10,912	8,777	26	23
250	✓	Berenson, Isham & Partners	Boston	2,913	1,864	18,992	13,839	12,865	9,320	17	15
251		Van Brunt & Co. Advertising-Marketing	New York	2,900	2,900	26,920	27,037	7,004	6,937	N/A	N/A
252		Stan Merritt Advertising	New York	2,879	2,291	25,900	20,552	4,384	3,489	20	18
253	✓	McDougall Associates	Peabody, Mass.	2,870	2,520	19,300	1,680	14,659	13,378	33	31
254	✓	Image Dynamics	Baltimore	2,858	2,434	18,817	16,673	15,257	13,173	33	30
255		Advertising Works	Honolulu, Ha.	2,800	2,400	19,000	16,000	-	-	40	40
256	✓	Cole Henderson Drake	Atlanta	2,800	3,341	19,300	18,126	8,100	1,260	45	46
257		Paul A. DeJesse Inc. Advertising *	Freehold, N.J.	2,800	2,300	19,000	16,000	-	-	25	21
258		Hammond Farrell *	New York	2,800	2,700	18,720	18,600	-	-	26	26
259		LSGE Advertising	Avon, Conn.	2,741	2,415	18,275	16,616	11,231	10,461	33	33
260		Firestone & Associates	New York	2,730	2,844	18,199	18,958	5,717	5,959	25	27
261	✓	Baker, Abbs, Cunningham & Klepinger	Birmingham, Mich.	2,722	2,215	18,154	15,545	[illegible]	8,904	42	41
262		Pihas, Schmidt, Westerdahl Co.	Portland, Ore.	2,707	2,381	20,002	17,692	11,467	8,602	45	50
263	✓	Sefton Associates	Grand Rapids, Mich.	2,695	N/A	20,329	N/A	15,781	-	42	N/A
264	✓	Lipman, Richmond, Greene	New York	2,680	1,925	16,753	14,324	5,065	4,763	40	37
265		Harris-Edward Communications	Philadelphia	2,674	2,500	20,020	18,793	17,832	16,672	29	29
266	✓	Yaffe & Co.	Southfield, Mich.	2,651	2,411	17,656	16,014	5,790	5,387	41	37
267	✓	Ackerman Advertising Communications	Glen Head, N.Y.	2,650	2,750	20,038	19,537	8,538	7,937	36	36
268		Kullberg Amato Pisacane/ABP	New York	2,650	2,500	21,005	21,005	1,005	1,005	19	19
269	✓	Drossman Lehmann Marino *	New York	2,642	2,350	23,252	22,492	4,602	4,922	25	25
270	✓	The Brady Co.	Menomonee Falls, Wis	2,625	2,304	18,596	16,072	11,114	10,231	65	58
271		Stogel Cos. *	New York	2,614	2,528	16,852	16,246	1,666	1,776	38	42
272	✓	Barnhart Advertising & PR	Denver	2,590	2,766	18,210	19,232	10,267	11,568	38	43
273		Patchen Brownfeld	Phoenix	2,589	1,836	16,613	11,325	699	614	31	35
274		Clark Direct Marketing	New York	2,545	2,377	16,705	15,728	10,005	9,670	28	27
275		Maris, West & Baker	Jackson, Miss.	2,531	2,195	16,879	14,640	12,532	11,428	36	37
276	✓	Gerber Advertising Agency	Portland, Ore.	2,500	2,550	16,500	17,000	2,100	2,593	42	40
277		Harris West Advertising	Minneapolis	2,500	1,700	18,000	12,500	-	-	33	33
278	✓	Spencer Bennett Nowak	Seekonk, Mass.	2,475	2,450	16,590	16,543	10,736	10,625	36	36
279		Gumpertz/Bentley/Fried	Los Angeles	2,469	2,362	21,500	18,700	4,378	4,196	33	30
280	✓	Sharp Hartwig	Seattle	2,447	1,996	16,324	13,311	6,842	6,220	30	44
281	✓	Young & Roehr	Portland, Ore.	2,429	2,017	16,199	13,456	16,199	13,456	36	28
282	✓	Bermudez & Associates	Los Angeles	2,423	2,241	16,164	14,950	7,570	11,511	30	24
283		Launey, Hachmann & Harris	New York	2,403	2,312	15,790	15,413	5,362	5,476	15	16
284		Biederman & Co.	New York	2,400	4,100	25,000	35,500	8,938	9,100	40	50
285		Dudreck DePaul Ficco & Morgan	Pittsburgh	2,400	2,377	18,700	17,500	8,595	8,530	40	41
286		Mason & Madison *	New Haven, Conn.	2,400	2,175	16,000	14,500	-	-	33	34
287	✓	Pringle Dixon Pringle	Atlanta	2,389	2,302	18,093	16,681	10,481	9,729	48	43
288		Stephan & Brady	Madison, Wis.	2,386	2,230	18,414	17,010	11,798	11,204	43	41
289	✓	Pedone & Partners	New York	2,373	N/A	15,291	N/A	-	-	22	N/A
290	✓	Mills Hall Walborn & Associates	Cleveland	2,350	1,906	23,000	19,000	6,570	5,920	42	32
291		Hallmark Advertising	Pittsburgh	2,340	2,129	15,209	14,085	8,350	3,335	47	43
292		Baron & Zaretsky	New York	2,318	2,280	15,450	15,200	-	-	23	23
293		Waldbillig & Besteman*	Madison, Wis.	2,305	2,163	17,036	15,984	11,002	10,514	35	38
294	✓	Duffy & Shanley	Providence	2,301	2,442	15,351	16,287	9,341	9,720	50	50
295	✓	Bonneville Media Communications	Salt Lake City	2,272	[illegible]	[illegible]	11,041	-	-	107	108
296	✓	Fletcher/Mayo/Associates (DDB)	St. Joseph, Mo.	2,261	4,842	17,727	40,664	11,465	25,446	53	79
297		Larkin, Meeder, Schweidel	Dallas	2,250	N/A	15,000	N/A	-	-	25	N/A
298	✓	Posey Quest Genova *	Greenwich, Conn.	2,250	2,000	26,000	21,000	12,675	12,000	28	24
299	✓	Huntsinger & Jeffer	Richmond, Va.	2,242	2,443	14,130	15,549	3,871	4,823	65	75
300	✓	Penny/Ohlmann/Neiman	Dayton, Ohio	2,240	2,077	20,060	16,086	13,829	10,123	50	48

NOTES: Dollars are in thousands. Initials in parentheses indicate parent agency in which subsidiaries' figures are included.
See Page 4 for more footnotes. ✓ indicates that agency received signature of independent accountant verifying figures supplied to AA. * indicates that gross income figures are AA estimates.

SECTION I

Fourth 100 agencies by gross income

Rank		Agency	Headquarters	Gross income 1987	Gross income 1986	Billings 1987	Billings 1986	Capitalized fees 1987	Capitalized fees 1986	Total employees 1987	Total employees 1986
301	✓	Bauerlein Inc.	New Orleans	[illegible]	2,200	[illegible]	13,314	[illegible]	[illegible]	[illegible]	41
302		Kelley & Wallwork	Boston	2,175	1,725	14,500	11,500	6,500	4,500	20	18
303		KSK Communications	McLean, Va.	2,164	1,440	13,887	9,134	11,088	8,103	34	27
304		John Emmerling Inc.	New York	2,150	2,201	15,004	16,277	804	738	17	18
305	✓	Marketing Communications Group	Toledo, Ohio	2,149	2,408	14,329	16,443	11,498	13,060	40	40
306		Wray/Ward Advertising	Charlotte, N.C.	2,131	1,549	14,501	10,595	4,259	3,106	23	24
307	✓	Ted Chin & Co.	New York	2,100	2,050	13,570	13,578	6,637	6,650	22	17
308		Stiegler, Wells & Brunswick	Bethlehem, Pa.	2,065	1,962	13,792	13,099	9,649	8,937	37	36
309	✓	Floathe & Associates	Bellevue, Wash.	2,053	1,437	13,694	9,588	11,589	8,292	36	27
310	✓	Dorland & Sweeney	Philadelphia	2,052	1,355	14,369	9,069	11,393	8,022	25	19
311		Knudsen Moore Schropfer	Stamford, Conn.	2,050	2,050	14,800	14,800	2,200	2,200	20	30
312	✓	Townsend Agency	Rosemont, Ill.	2,048	1,922	12,936	10,548	11,258	8,615	30	23
313	✓	Franznick & Cusatis Advertising	New York	2,033	1,768	13,558	10,693	5,963	3,519	28	24
314	✓	Hughes Advertising	St. Louis	2,032	1,784	14,152	14,500	8,555	7,904	34	33
315	✓	Davidoff & Partners	Westport, Conn.	2,004	1,997	13,759	11,477	7,947	4,028	36	36
316	✓	Pool/Sarraille Advertising*	Los Angeles	2,000	N/A	14,200	N/A	2,500	-	30	30
317	✓	Scharfberg & Associates	Jenkintown, Pa.	1,996	1,900	13,358	12,448	2,686	2,368	28	25
318	✓	Lieberman-Appalucci	Allentown, Pa.	1,995	1,898	14,279	13,219	6,617	8,008	N/A	N/A
319		Ehrig & Associates	Seattle	1,961	2,102	13,814	14,014	5,047	3,844	36	38
320		Wardrop Murtaugh Temple	Chicago	1,945	1,921	10,800	11,300	120	100	22	20
321	✓	Schenkein/Associates	Englewood, Colo.	1,931	1,999	12,880	13,214	11,612	12,526	28	30
322	✓	Fern/Hanaway	Providence	1,928	1,758	12,860	11,726	2,048	2,768	38	38
323	✓	Buckheim & Rowland	Ann Arbor, Mich.	1,921	1,875	12,502	12,500	6,704	6,704	31	31
324	✓	Detrow & Underwood	Ashland, Ohio	1,918	1,910	6,032	4,876	4,840	3,489	18	17
325	✓	New Trend Agency	Hackensack, N.J.	1,878	1,053	12,518	7,017	2,568	1,567	15	11
326	✓	Fessel, Siegfriedt & Moeller Advertising	Louisville	1,863	1,710	10,005	11,227	1,901	3,307	33	33
327		H. Richard Silver Inc. *	New York	1,842	1,761	12,280	11,740	-	-	16	14
328	✓	Wyble Advertising	Millville, N.J.	1,833	1,687	7,371	7,020	4,621	4,426	22	23
329	✓	Sommer Inc.	Englewood Cliffs, N.J.	1,827	1,756	12,180	11,703	3,635	3,482	17	19
330	✓	G. Temple Associates	Southfield, Mich.	1,825	1,510	8,033	6,411	6,316	4,976	16	16
331	✓	Barney & Patrick Advertising	Mobile, Ala.	1,806	1,480	12,061	9,865	2,274	1,840	24	21
332	✓	Zylke & Associates	Northbrook, Ill.	1,802	1,879	12,526	12,903	8,978	8,553	27	27
333		J.P. Hogan & Co.	Knoxville, Tenn.	1,800	1,834	12,000	10,898	8,660	8,650	24	26
334	✓	Rick Johnson & Co.	Albuquerque, N.M.	1,800	1,701	13,409	13,116	8,200	7,867	51	45
335	✓	MWA Direct	Minneapolis	1,778	1,060	4,001	2,384	4,001	2,384	7	6
336	✓	NKH&W Marketing Communications	Kansas City, Mo.	1,775	1,351	11,839	9,011	11,839	9,011	38	36
337	✓	Beckman Associates	Albany, N.Y.	1,762	1,652	12,241	9,759	9,220	6,557	34	30
338	✓	Gregory Inc.	Cleveland	1,740	1,925	11,881	12,671	5,549	5,969	34	34
339	✓	Intercommunications	Newport Beach, Calif	1,717	1,663	14,103	13,744	11,453	11,094	20	20
340	✓	Harris, Baio & McCullough	Willow Grove, Pa.	1,708	1,171	11,393	7,888	8,625	6,161	19	18
341	✓	Loeffler Ketchum Mountjoy	Charlotte, N.C.	1,702	1,389	11,467	9,258	-	-	27	25
342	✓	Peter Wong & Associates*	Richmond, Va.	1,698	867	11,064	5,722	8,672	4,712	23	17
343		Ken Schmidt Co.	Milwaukee	1,698	1,671	10,884	10,527	3,888	3,739	30	28
344		Peterson-Morris MacLachlan	Minneapolis	1,684	1,163	11,283	7,750	-	-	35	24
345	✓	Umphenour Martin Lonsdorf	Atlanta	1,669	1,380	12,042	10,955	6,048	5,298	21	18
346	✓	Smith, Kaplan, Allen & Reynolds	Omaha	1,667	1,601	11,113	10,677	1,827	1,714	40	40
347		Hal Langerman Co.	Center Square, Pa.	1,665	1,246	9,257	6,746	8,886	6,469	8	8
348	✓	Caravetta Allen Kimbrough (BBDO)	Miami	1,631	1,560	10,677	10,336	2,280	1,677	33	29
349	✓	Michael & Partners	Dallas	1,626	1,447	10,838	9,651	-	-	27	26
350		McFarland Group	Elm Grove, Wis.	1,623	1,275	9,197	8,335	3,082	2,335	19	19
351	✓	Fitzgerald & Co.	Atlanta	1,620	1,000	10,183	6,670	3,835	3,226	19	12
352	✓	Solin Associates Inc. Advertising	New York	1,620	360	17,700	3,733	800	533	13	4
353	✓	Battenberg, Fillhardt & Wright	San Jose, Calif.	1,613	1,598	12,324	11,813	6,038	6,189	16	15
354	✓	Lessing-Flynn Advertising Co.	Des Moines	1,595	881	10,719	6,940	6,444	3,412	28	19
355	✓	Lockhart & Pettus	New York	1,592	1,694	10,613	1,293	-	-	24	25
356		Greenwald/Christian Advertising	Philadelphia	1,590	1,425	10,600	9,500	2,515	2,250	20	18
357		Point Communications	Dallas	1,572	2,024	10,485	15,327	5,007	8,018	34	44
358	✓	Weiser Group	Chicago	1,567	1,718	10,513	11,636	8,631	7,004	20	17
359	✓	Mitchel & Comer	Toledo, Ohio	1,566	1,458	11,008	10,486	9,945	9,225	36	32
360	✓	John Volk Co.	Chicago	1,564	1,452	10,606	9,892	5,458	5,928	29	29
361	✓	Adams, Rickard & Mason	Glastonbury, Conn.	1,558	1,486	10,391	9,876	6,185	7,719	28	31
362		J.H. Lewis Advertising Agency	Mobile, Ala.	1,538	1,680	10,858	11,849	6,851	8,622	32	32
363	✓	Donald L. Arends	Oak Brook, Ill.	1,536	1,422	10,239	9,485	2,050	1,733	23	23
364	✓	Advertising, Boelter & Lincoln	Madison, Wis.	1,529	1,318	10,193	8,778	4,887	-	36	34
365	✓	Garcia-Serra & Blanco Advertising	Coral Gables, Fla.	1,518	1,084	10,125	7,232	8,578	6,127	31	15
366	✓	K.I. Lipton	Doylestown, Pa.	1,510	788	6,847	4,080	4,064	2,040	14	12
367	✓	Gray Baumgarten Layport	Pittsburgh	1,503	1,104	9,846	7,214	5,909	4,653	22	22
368	✓	SGM & Co. *	Norwell, Mass.	1,503	1,434	7,817	7,300	6,150	5,970	25	25
369		Smith, Badofsky & Raffel	Chicago	1,502	1,376	16,595	15,995	8,018	7,653	20	20
370		CRE Inc	Indianapolis	1,481	1,235	10,737	9,871	8,492	7,602	30	28
371	✓	Roni Hicks & Associates	San Diego	1,464	1,326	9,606	8,658	6,781	6,294	17	16
372	✓	Winterkorn Lillis*	Rochester, N.Y.	1,450	1,150	9,672	7,671	2,901	2,301	29	24
373	✓	Impact Marketing & Communications	Boston	1,423	1,350	9,238	8,637	6,770	6,337	23	20
374	✓	Laven, Fuller & Perkins	Chicago	1,421	1,351	7,769	7,505	1,857	1,754	24	24
375	✓	Larwin/Livers Associated	Willow Grove, Pa.	1,418	1,200	10,891	9,230	7,831	6,637	20	20
376	✓	CS&A Advertising	Normal, Ill.	1,416	1,048	9,198	9,512	8,502	7,150	32	28
377		R.L. Meyer Advertising	Milwaukee	1,388	1,529	12,082	13,778	2,908	2,990	18	18
378	✓	TCI Advertising	Stamford, Conn.	1,341	1,263	9,489	9,505	8,428	8,549	20	22
379	✓	Wendt Advertising	Great Falls, Mont.	1,304	1,098	8,772	7,373	5,772	4,701	30	27
380		Storey Berman & Freer Advertising	Chicago	1,300	1,195	9,700	8,950	1,100	980	17	16
381	✓	Hiebing Group	Madison, Wis.	1,260	930	12,004	8,575	7,563	5,594	33	22
382	✓	Furman, Roth Advertising	New York	1,259	1,210	8,394	7,720	1,001	800	22	22
383		Penny & Speier	Houston	1,246	1,549	14,047	14,002	10,197	9,864	27	27
384	✓	Simms & McIvor	Bound Brook, N.J.	1,227	1,854	8,686	12,869	6,577	9,998	32	36
385	✓	Marketing Directions	Newport Beach, Calif	1,226	1,219	7,961	7,830	6,047	5,957	19	21
386	✓	Tepe, Hensler & Westerkamp	Cincinnati	1,224	1,128	9,045	8,314	5,888	4,540	19	20
387		Ad Hoc Marketing Resources	New York	1,214	1,210	8,080	7,940	6,527	-	15	N/A
388		Robert McKim Advertising	Los Angeles	1,206	854	9,155	7,630	5,144	5,030	17	15
389		Gable Group Advertising*	San Diego	1,200	1,220	8,114	8,202	-	-	32	30
390	✓	Maleson Advertising	Owings Mills, Md.	1,200	975	8,000	6,500	-	-	15	15
391		Beaumont, Heller & Sperling	Reading, Pa.	1,188	1,390	7,961	8,434	7,138	8,156	55	40
392	✓	Jason Group	New York	1,170	900	12,100	9,750	-	-	18	12
393	✓	Adair Greene Advertising	Atlanta	1,166	1,265	8,092	8,315	3,276	3,340	18	18
394	✓	Hart/Conway Co.	Rochester, N.Y.	1,163	937	7,759	8,247	2,090	2,187	20	20
395	✓	Adler, Schwartz	Hackensack, N.J.	1,158	1,196	7,723	8,018	6,815	6,939	20	20
396	✓	Carter Callahan Advertising & PR	San Jose, Calif.	1,147	1,384	8,532	9,558	6,271	7,228	18	22
397	✓	McCormick Advertising Agency	Amarillo, Texas	1,144	1,005	8,224	7,072	6,650	5,814	22	20
398	✓	Kaufman & Maraffi	New York	1,112	1,093	11,054	11,500	667	-	22	22
399	✓	Hickman & Associates	Indianapolis	1,107	762	6,990	5,080	4,419	3,827	22	20
400		Martiny & Co.	Cincinnati	1,102	1,010	7,300	6,700	-	-	22	20

NOTES: Dollars are in thousands. Initials in parentheses indicate parent agency in which subsidiaries' figures are included.
See Page 4 for more footnotes. ✓ indicates that agency received signature of independent accountant verifying figures supplied to AA. * indicates that gross income figures are AA estimates.

Fifth 100 agencies by gross income

Rank		Agency	Headquarters	Gross income 1987	Gross income 1986	Billings 1987	Billings 1986	Capitalized fees 1987	Capitalized fees 1986	Total employees 1987	Total employees 1986
401		McConnaughy Barocci Brown	Chicago	1,100	N/A	10,000	N/A	-	-	22	5
402	✓	Polese Clancy	Boston	1,100	1,100	7,337	7,337	6,626	6,957	12	11
403	✓	John Riedell Advertising	New Brighton, Minn.	1,097	799	7,313	5,329	3,351	2,418	12	10
404		Zubi Advertising Services	Miami	1,095	893	7,300	5,700	1,084	846	17	12
405		Semel/Kaye & Co. *	Northbrook, Ill.	1,076	977	7,779	7,087	5,007	4,471	20	20
406	✓	Peter Scannell Inc.	New York	1,060	1,053	10,591	10,708	3,380	3,336	8	12
407	✓	Coakley Heagerty Cos.	Santa Clara, Calif.	1,025	1,147	7,983	8,923	5,841	6,699	15	23
408	✓	Wooding & Housley	Providence	1,020	1,050	7,040	7,000	4,637	4,128	20	23
409	✓	Roggers, French & Co.	Irvine, Calif.	1,013	1,168	8,935	9,406	2,568	2,501	25	28
410	✓	O'Sullivan Advertising/PR	Morristown, N.J.	1,002	1,286	10,909	11,703	-	-	12	18
411		Smith & Yehle	Kansas City, Mo.	996	800	6,644	5,334	3,971	3,206	18	18
412	✓	Hull & Signorile	Florham Park, N.J.	995	N/A	6,894	N/A	4,489	-	6	6
413		McKee Advertising	Elk Grove Village, Ill.	988	704	7,207	6,768	4,304	3,728	18	16
414	✓	Darryl Lloyd Brigham	North Hollywood, Calif.	949	902	6,166	5,911	3,837	4,103	13	11
415		Hirsch Elliott	New York	940	759	6,377	5,060	4,031	3,154	14	13
416		Hammerman & Morse *	Chicago	920	1,100	6,054	7,174	3,574	4,843	11	11
417	✓	Landers & Partners	St. Petersburg, Fla.	920	854	5,963	6,580	1,034	1,009	18	18
418		Martin Fiderer Associates	Englewood Cliffs, N.	919	756	6,131	5,042	5,416	4,520	10	10
419		Minturn Advertising*	Shawnee Mission, Kan	915	615	6,100	4,100	-	-	21	14
420		Emerson Marketing Agency	New York	900	892	5,999	5,790	4,667	4,707	5	5
421	✓	Coates Advertising & PR	Portland, Ore.	887	800	5,916	5,333	3,619	3,475	16	14
422	✓	Cascino & Purcell	Atlanta	882	834	5,383	5,561	1,084	1,511	12	15
423	✓	S.R. Knapp Associates	Arlington Heights, Ill.	878	730	6,749	5,032	5,458	4,400	15	10
424	✓	Haselow & Associates	Cleveland	876	763	6,540	5,700	6,540	5,091	17	16
425	✓	Associates & Larranaga	Minnetonka, Minn.	874	N/A	5,580	N/A	5,096	-	17	N/A
426		Poindexter Associates	Roanoke, Va.	866	844	5,473	5,036	1,791	1,801	14	12
427		Cooper Burch & Howe	Las Vegas, Nev.	856	662	5,336	4,126	3,242	2,481	19	15
428		Jules Rabin Associates	Valley Stream, N.Y.	850	840	4,997	4,938	-	-	20	20
429	✓	Symon & Hilliard	New York	850	1,284	5,619	8,437	4,395	6,909	9	9
430	✓	Wolkcas Advertising*	Albany, N.Y.	832	836	5,412	5,435	2,001	2,335	13	17
431		Don Wise & Co.	New York	825	975	5,500	6,500	-	-	10	15
432	✓	Eison Goot Group	Greenville, S.C.	816	818	5,171	5,384	2,930	3,016	20	18
433	✓	Tri-State Advertising Co.	Warsaw, Ind.	816	757	5,278	5,446	2,241	2,216	16	16
434		Kopf & Isaacson Advertising	Melville, N.Y.	810	705	5,762	6,053	107	173	15	16
435	✓	Mallof, Abruzino & Nash Marketing	Lombard, Ill.	808	780	6,149	5,116	12	-	15	13
436	✓	Hinckley/Slade Group	Houston	794	N/A	3,669	N/A	1,106	-	9	N/A
437	✓	Sheldon Fredericks Advertising*	New York	792	553	5,118	5,296	1,322	1,407	16	19
438	✓	Haller Schwarz	Los Angeles	784	675	5,227	6,200	-	-	13	15
439		Patterson Advertising Agency	Topeka, Kan.	783	766	5,220	5,105	3,101	2,835	19	18
440	✓	Brashe Advertising *	Jericho, N.Y.	774	722	5,148	4,800	2,796	2,642	8	7
441	✓	Shorey & Associates	Greenville, S.C	767	589	5,186	3,750	3,022	2,000	18	18
442	✓	Darien & Dahl	Campbell, Calif.	765	746	5,525	5,486	1,017	553	11	10
443	✓	Estey-Hoover	Newport Beach, Calif	763	N/A	8,619	N/A	7,646	-	17	N/A
444		Gallagher Group	New York	750	675	5,000	4,500	-	-	4	5
445	✓	Leff & Squicciarini Advertising & PR	Columbus, Ohio	740	523	4,883	3,441	3,548	2,447	14	10
446	✓	Praco Ltd.	Colorado Springs, Colo.	731	628	4,876	4,197	3,045	2,452	18	18
447		Aragon Sales Development Services *	St. Louis	725	1,320	5,100	7,500	-	-	7	21
448		Sandage Inc.	Burlington, Vt.	705	615	4,700	4,103	4,336	3,680	18	13
449	✓	Perry Ballard/advertising	St. Joseph, Mich.	694	508	4,536	3,201	3,845	2,575	21	18
450	✓	Martin A. Lave Marketing*	Indianapolis	682	691	4,463	3,898	298	241	16	15
451		Sheffer Advertising	South Bend, Ind.	680	810	4,831	5,748	3,960	4,712	14	15
452		AD-TECH Communication	Miami Lakes, Fla.	675	292	3,230	1,087	2,238	689	10	7
453	✓	Kaufman Goldman Stral	Chicago	671	668	4,104	3,694	1,933	1,612	15	22
454	✓	D.P.L. Advertising	Battle Creek, Mich.	664	424	4,296	2,715	3,512	2,085	14	12
455	✓	Qually & Co.	Chicago	658	471	4,500	3,800	-	-	15	14
456	✓	MarketAide Inc.	Salina, Kan.	648	646	4,476	4,408	2,663	2,797	15	13
457	✓	White, Good & Co.*	Lebanon, Pa.	645	526	4,370	3,450	2,853	2,298	13	11
458	✓	Daniel Glassman Advertising*	Fairfield, N.J.	641	N/A	4,100	N/A	2,650	-	11	N/A
459	✓	Spangler/Fischer	Minneapolis	641	625	6,389	6,151	3,105	3,080	15	11
460	✓	Lardis, McCurdy & Co.	Meriden, Conn.	640	570	4,517	3,865	1,414	1,120	14	12
461	✓	Bertucci, Mann Associates	Bristol, Pa.	634	603	3,793	3,161	3,008	2,561	17	14
462	✓	Koca, Wesson & Associates	Elm Grove, Wis.	615	435	4,100	2,900	3,160	2,625	9	6
463	✓	Oppenheim Herminghausen Finley	Dayton, Ohio	600	480	4,000	3,200	-	-	12	12
464	✓	Marketing Associates International	Green Bay, Wis.	589	507	4,709	4,244	3,929	3,381	15	14
465	✓	Earle Bower Associates	New York	582	579	3,722	3,702	1,282	1,239	7	8
466	✓	Ad-Pro Inc.	Sycamore, Ill.	554	462	3,664	3,108	2,876	2,372	11	10
467	✓	Dallas C. Dort & Co. *	Flint, Mich.	544	881	3,631	5,875	-	-	8	8
468	✓	CTS Associates	Detroit	542	377	3,795	2,076	427	280	9	8
469		FitzSimons Advertising & PR	Cleveland	523	459	3,884	3,407	1,903	1,669	13	11
470		Noble Arnold & Associates	Schaumburg, Ill.	521	521	3,950	3,368	2,753	2,308	15	15
471	✓	Asher Agency	Fort Wayne, Ind.	515	482	3,491	2,789	920	774	11	9
472		Schroeder Advertising*	New York	492	450	3,282	3,000	582	-	N/A	N/A
473	✓	A.I.M. Inc.	Foster City, Calif.	492	354	2,371	1,543	280	-	8	7
474	✓	Jonethis Organization	Akron, Ohio	490	862	5,327	7,069	4,719	6,686	14	14
475	✓	Jiloty Communications	Holly Hill, Fla.	485	469	4,066	3,771	2,219	2,057	11	10
476	✓	Hinton & Steel	Seattle	472	487	4,006	4,410	2,875	2,887	12	12
477	✓	Sader & Associates	New York	452	N/A	3,150	N/A	1,400	-	3	N/A
478		Blanchard & Associates	Minneapolis	450	350	3,042	2,372	2,066	1,490	7	7
479	✓	Covey & Koons	Canton, Ohio	439	434	2,925	3,297	1,722	1,905	11	10
480	✓	William Mills/Advertising & Marketing*	Atlanta	430	[illegible]	1,638	2,082	887	1,026	10	13
481	✓	James & Thomas	Chicago	405	383	3,341	3,288	2,275	2,259	8	8
482	✓	Kinzie & Green	Wausau, Wis.	378	223	2,515	1,624	1,551	759	11	6
483	✓	Hicks & Associates	Coral Gables, Fla.	350	356	2,064	2,035	357	261	3	3
484		Bernard Popick Associates	Atlantic, N.J.	346	338	2,310	2,256	2,310	2,256	7	7
485		MSA Advertising*	Philadelphia	344	522	3,119	2,904	1,283	1,303	7	7
486	✓	Faber Shervey Advertising	Minneapolis	282	270	1,880	1,795	1,105	1,109	5	6
487	✓	L. Quillin & Associates	LaCrosse, Wis.	280	294	1,834	1,897	1,266	1,358	5	7
488	✓	Barlow Murray Advertising*	Syracuse, N.Y.	268	383	1,758	2,517	1,407	1,979	7	7
489	✓	Creel Associates	Oak Brook, Ill.	250	218	1,664	1,453	1,047	1,036	9	8
490	✓	Halcyon Associates	New York	227	200	1,514	1,505	1,067	1,005	3	6
491	✓	Cowden Associates Advertising	Grand Junction, Colo	215	146	1,566	1,118	1,155	604	5	5
492		Jack Mathis Advertising	Libertyville, Ill.	208	211	1,384	1,404	813	627	3	3
493	✓	AdCorp International Hawaii	Honolulu, Ha.	204	185	1,297	1,178	230	318	6	6
494	✓	Little & Associates	Atlanta	200	168	1,342	106	-	-	2	2
495	✓	Admiralty Marketing & Advertising	Burlingame, Calif.	180	N/A	1,219	N/A	334	-	3	N/A
496		NPC & Associates	Landover, Md.	178	N/A	1,187	N/A	367	-	10	N/A
497	✓	Fraser Advertising	Atlanta	166	N/A	1,106	N/A	209	-	4	4
498	✓	Arnold & Underwood	San Francisco	160	N/A	1,092	N/A	1,067	-	2	N/A
499		Keller Haver	New York	135	225	900	1,500	50	50	5	5
500	✓	Concepts & Strategies	Westport, Conn.	96	68	638	454	638	454	3	3

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Agency billings by media

✓	Agency	Headquarters	News-papers	Maga-zines	Medical journals	Supple-ments	Radio	Network TV	Spot TV	Cable TV	Outdoor	Business papers	Farm papers	Transit ads	Point of sale	Direct response	Special events
✓	Abelson-Taylor	Chicago	145	0	12,246	0	176	0	0	0	202	0	0	0	1,546	9,891	0
✓	Ackerman Advertising Communications	Glen Head, N.Y.	2,200	600	0	0	2,075	0	1,300	0	0	200	0	50	100	2,225	0
✓	Ackerman, Hood & McQueen	Oklahoma City	1,586	3,348	0	0	1,057	0	8,459	352	176	2,643	0	0	0	0	0
	AC&R/DHB&Bess	New York	64,975	58,022	0	0	9,675	29,780	83,363	0	1,834	5,710	0	0	0	0	0
✓	Adair Greene Advertising	Atlanta	7	30	129	0	72	0	336	0	103	0	0	0	0	85	0
✓	**Adams, Rickard & Mason**	**Glastonbury, Conn.**	**35**	**358**	**0**	**0**	**15**	**0**	**0**	**0**	**0**	**728**	**0**	**0**	**0**	**56**	**0**
✓	**AdCorp International Hawaii**	**Honolulu, Hawaii**	**357**	**36**	**0**	**0**	**71**	**0**	**143**	**0**	**0**	**36**	**0**	**0**	**36**	**36**	**0**
	Ad Hoc Marketing Resources	**New York**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**110**	**0**
✓	**Adler, Schwartz**	**Hackensack, N.J.**	**1,158**	**1,156**	**0**	**0**	**386**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**1,544**	**3,475**	**0**
	Admarketing	**Los Angeles**	**7,600**	**3,800**	**0**	**0**	**13,800**	**0**	**146,200**	**0**	**1,900**	**0**	**0**	**0**	**3,700**	**18,800**	**0**
✓	Admiralty Marketing & Advertising	Burlingame, Calif.	0	650	0	0	0	0	0	0	0	80	0	0	0	30	0
✓	Ad-Pro Inc.	Sycamore, Ill.	19	337	0	0	0	0	0	0	0	0	0	0	0	17	0
	Ad-Tech Communication	Miami Lakes, Fla.	0	0	238	0	0	0	0	0	0	0	0	0	0	0	0
✓	A.I.M. Inc.	Foster City, Calif.	649	200	0	0	450	0	351	0	0	0	4	0	0	60	0
	Ally & Gargano	New York	17,000	64,500	0	0	4,800	76,500	82,700	7,000	24,000	0	0	4,000	500	5,000	0
✓	Altschiller Reitzfeld	New York	7,300	9,220	0	0	2,420	21,290	14,270	0	0	0	0	0	0	0	0
	Ammirati & Puris	New York	15,300	39,100	0	0	1,700	57,800	47,600	5,100	1,700	1,700	0	0	0	0	0
✓	Anderson Communications Cos.	Dallas	1,270	654	46	0	71	0	374	0	3	0	48	0	0	22	0
	Anderson & Lembke	Stamford, Conn.	14,700	0	0	0	0	0	0	0	0	16,500	0	0	0	5,500	0
	Anson-Stoner	Winter Park, Fla.	1,184	1,017	0	0	153	10,308	0	0	56	0	0	0	0	168	0
	Aragon Sales Development Services	**St. Louis**	**0**	**70**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**150**	**3,680**	**0**
✓	**Donald L. Arends**	**Oak Brook, Ill.**	**175**	**54**	**0**	**0**	**796**	**0**	**84**	**0**	**0**	**1,700**	**0**	**0**	**37**	**91**	**0**
✓	**N. Armstrong Advertising Agency**	**Lubbock, Texas**	**97**	**3**	**0**	**0**	**101**	**134**	**0**	**5**	**9**	**0**	**2**	**0**	**0**	**13**	**91**
	Noble Arnold & Associates	**Schaumburg, Ill.**	**89**	**0**	**351**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**21**	**0**	**52**	**21**	**0**
✓	**Asher Agency**	**Fort Wayne, Ind.**	**410**	**257**	**0**	**0**	**488**	**0**	**2,119**	**33**	**44**	**0**	**0**	**0**	**0**	**140**	**0**
✓	Associates & Larranaga	Minnetonka, Minn.	0	98	35	0	0	0	0	0	0	0	0	0	0	14	0
	Avrett, Free & Ginsberg	New York	2,366	5,915	0	0	1,774	46,730	2,367	0	0	0	0	0	0	0	0
	N W Ayer	New York	70,444	142,280	0	6,238	37,107	292,911	93,562	0	4,526	15,389	0	0	0	26,434	0
	Backer Spielvogel Bates Worldwide	New York	47,600	48,105	0	0	64,140	598,639	224,490	10,600	5,300	0	0	0	0	0	0
✓	Bader Rutter & Associates	Brookfield, Wis.	2,033	856	0	0	3,049	0	4,480	0	254	5,082	7,369	0	0	2,287	0
✓	Baker, Abbs, Cunningham & Klepinger	Birmingham, Mich.	1,896	2,079	0	0	1,037	0	452	0	277	0	0	0	0	207	0
✓	Perry Ballard/advertising	St. Joseph, Mich.	22	205	0	0	25	0	58	0	42	0	0	0	0	0	0
✓	Barlow Murray Advertising	Syracuse, N.Y.	89	0	0	0	43	0	1	0	11	26	0	0	0	0	0
✓	Barney & Patrick Advertising	Mobile, Ala.	909	182	0	0	2,420	0	4,882	25	160	121	0	0	147	138	0
✓	Barnhart Advertising & PR	Denver	702	1,018	0	0	1,651	1,800	0	0	380	0	0	0	0	201	0
	Barnum Communications	**New York**	**1,652**	**4,956**	**22,715**	**0**	**413**	**1,239**	**1,652**	**413**	**0**	**0**	**0**	**0**	**0**	**2,891**	**0**
	Baron & Zaretsky	**New York**	**3,800**	**6,425**	**0**	**0**	**1,375**	**0**	**1,200**	**0**	**0**	**2,650**	**0**	**0**	**0**	**0**	**0**
✓	**Battenberg, Fillhardt & Wright**	**San Jose, Calif.**	**486**	**428**	**0**	**0**	**328**	**0**	**0**	**0**	**46**	**4,060**	**0**	**0**	**0**	**54**	**0**
✓	**Bauerlein Inc.**	**New Orleans**	**1,601**	**1,173**	**0**	**0**	**1,472**	**0**	**3,240**	**171**	**325**	**0**	**0**	**0**	**0**	**0**	**0**
	Bayer Bess Vanderwarker & Flynn	**Chicago**	**959**	**5,474**	**0**	**255**	**1,526**	**37,613**	**6,236**	**826**	**0**	**0**	**0**	**0**	**0**	**0**	**0**
	BBDO Worldwide	New York	68,789	155,215	0	6,488	59,213	298,949	209,820	19,410	13,197	2,187	0	0	0	0	6,700
	Beaumont, Heller & Sperling	Reading, Pa.	21	0	0	0	0	0	0	0	8	94	0	0	0	2,601	0
✓	Beckman Associates	Albany, N.Y.	393	196	0	0	786	0	1,179	0	786	0	0	0	196	196	196
	Benito Advertising	Tampa, Fla.	3,301	1,798	0	0	7,942	100	23,015	0	899	408	0	0	0	0	0
	Bentley, Barnes & Lynn	Chicago	30,796	2,240	0	0	498	3,850	969	0	69	1,320	0	120	0	825	0
✓	Berenson, Isham & Partners	Boston	527	186	0	0	182	0	107	75	73	0	0	0	56	2,435	0
	Berenter Greenhouse & Webster	New York	3,016	2,784	0	0	928	3,000	10,224	1,600	250	464	0	434	0	500	0
✓	Bermudez & Associates	Los Angeles	821	0	0	0	2,512	0	4,924	0	0	0	0	0	0	0	0
	Bernstein-Rein Advertising	Kansas City, Mo.	5,631	4,020	0	0	9,151	0	47,369	1,408	2,112	704	0	0	0	0	0
✓	Bertucci, Maren Associates	Bristol, Pa.	11	0	0	0	18	0	0	10	0	112	0	6	30	193	23
✓	**BHN Advertising & PR**	**St. Louis**	**1,041**	**53**	**0**	**0**	**2,019**	**0**	**2,351**	**0**	**263**	**2,816**	**5**	**0**	**0**	**959**	**0**
	Biederman & Co.	**New York**	**2,124**	**6,004**	**0**	**0**	**478**	**0**	**5,344**	**0**	**112**	**0**	**0**	**0**	**0**	**0**	**0**
	William R. Biggs/Gilmore Associates	**Kalamazoo, Mich.**	**678**	**8,136**	**3,390**	**0**	**904**	**678**	**0**	**452**	**226**	**6,780**	**904**	**0**	**0**	**452**	**0**
✓	**Blair Advertising**	**Rochester, N.Y.**	**715**	**825**	**0**	**0**	**1,391**	**0**	**1,926**	**220**	**65**	**220**	**0**	**65**	**0**	**75**	**0**
	Barry Blau & Partners	**Fairfield, Conn.**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**64,378**	**0**
✓	The Bloom Cos.	Dallas	6,300	14,300	0	0	27,700	22,600	47,200	0	4,500	0	0	0	0	0	0
✓	Advertising, Boelter & Lincoln	Madison, Wis.	364	109	0	0	838	0	874	0	219	73	0	109	73	947	36
✓	Bonneville Media Communications	Salt Lake City	200	467	0	0	1,334	3,002	667	0	0	[illegible]	0	0	0	1,001	0
✓	Borders, Perrin & Norrander	Portland, Ore.	2,332	3,664	0	0	3,996	0	1,666	0	1,263	[illegible]	0	266	0	133	0
✓	Earle Bower Associates	New York	11	292	93	0	15	0	148	396	90	19	0	58	0	701	0
✓	Bozell, Jacobs, Kenyon & Eckhardt	New York	119,200	186,800	0	0	97,800	165,800	155,700	18,700	11,400	0	0	0	0	13,600	0
✓	The Brady Co.	Menomonee Falls,Wis.	41	14	1,076	0	60	0	0	0	0	511	1,000	0	0	0	0
✓	Brashe Advertising	Jericho, N.Y.	1,614	0	0	0	395	0	0	114	0	23	0	0	45	69	13
✓	Brouillard Communications	New York	9,435	8,216	0	9,340	818	8,012	4,241	0	0	0	0	0	0	0	0
✓	Earle Palmer Brown Cos.	Bethesda, Md.	26,300	7,200	500	800	17,400	8,900	40,900	1,200	1,800	4,100	0	300	400	26,500	100
✓	**Buckheim & Rowland**	**Ann Arbor, Mich.**	**2,300**	**600**	**0**	**0**	**287**	**0**	**115**	**0**	**86**	**0**	**0**	**0**	**100**	**500**	**0**
✓	**David K. Burnap Advertising Agency**	**Dayton, Ohio**	**690**	**4,139**	**0**	**0**	**1,380**	**0**	**2,759**	**0**	**0**	**0**	**0**	**0**	**0**	**4,829**	**0**
✓	**Leo Burnett Co.**	**Chicago**	**70,951**	**200,916**	**0**	**7,766**	**26,369**	**675,428**	**210,196**	**19,106**	**73,617**	**0**	**0**	**0**	**13,447**	**12,813**	**0**
	Burrell Advertising	**Chicago**	**1,200**	**8,000**	**0**	**0**	**8,825**	**13,700**	**4,040**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**
✓	**Lawrence Butner Advertising**	**New York**	**913**	**0**	**0**	**0**	**0**	**0**	**0**	**7,989**	**0**	**225**	**0**	**226**	**116**	**13,352**	**0**
	Calvillo, Shevack & Partners	New York	2,848	5,997	0	217	3,713	5,322	8,787	681	309	124	0	92	681	2,169	0
	Campbell-Mithun	Minneapolis	42,500	60,725	0	6,375	29,750	53,040	150,960	0	3,825	13,600	1,275	0	0	0	0
✓	Campbell & Wagman	Los Angeles	1,072	4,287	0	0	2,679	9,915	8,575	0	268	0	0	0	0	0	0
✓	Caravetta Allen Kimbrough	Miami	1,962	1,223	0	0	1,911	0	431	0	434	0	0	0	0	0	0

NOTES: Dollars are in thousands. Billings of subsidiaries listed on Page 4 are not included in parent company [illegible] in this table. See Page 4 for more footnotes.

Agency billings by media

✓	Agency	Headquarters	Newspapers	Magazines	Medical journals	Supplements	Radio	Network TV	Spot TV	Cable TV	Outdoor	Business papers	Farm papers	Transit ads	Point of sale	Direct response	Special events
✓	Carmichael Lynch	Minneapolis	1,942	7,355	0	0	1,298	951	7,377	101	505	988	0	0	712	525	0
✓	Carter Callahan Advertising & PR	San Jose, Calif.	313	172	0	0	125	0	110	0	47	110	0	0	0	78	0
✓	Cascino & Purcell	Atlanta	526	1,038	0	0	166	935	807	0	94	133	405	0	0	0	0
	Chiat/Day	Venice, Calif.	26,357	59,902	0	0	14,377	52,714	76,675	0	9,584	0	0	0	0	0	0
✓	Ted Chin & Co.	New York	600	1,081	0	0	300	960	1,801	300	0	180	0	240	0	540	0
	Clark Direct Marketing	New York	0	0	0	0	0	0	0	0	0	0	0	0	0	5,900	0
✓	Coakley Heagerty Cos.	Santa Clara, Calif.	104	286	0	0	128	0	18	0	29	0	0	0	0	0	0
✓	Coates Advertising & PR	Portland, Ore.	343	433	0	0	193	0	300	0	107	0	0	0	0	2	0
	Cochrane Chase Livingston	Newport Bch, Cal.	2,847	2,011	1,850	452	8,295	0	7,995	0	200	0	0	0	0	1,350	0
✓	Cole Henderson Drake	Atlanta	2,300	4,600	0	0	1,200	0	2,800	0	100	0	0	0	0	0	0
✓	Cole & Weber	Seattle	4,558	7,293	0	0	5,862	46	15,443	0	433	6,143	0	0	0	875	0
	Colle & McVoy Advertising Agency	Minneapolis	16,166	14,301	0	0	6,218	0	18,031	0	622	0	6,218	0	0	622	0
	Conill	New York	438	561	0	0	7,257	6,324	6,346	0	333	20	0	400	0	0	511
✓	William Cook Advertising	Jacksonville, Fla.	7,007	637	0	0	6,582	0	51,551	0	2,619	2,053	0	0	0	0	0
	Cooper Burch & Howe	Las Vegas	748	89	0	0	178	0	249	71	196	125	0	0	0	71	53
✓	Frank J. Corbett Inc.	Chicago	2,644	0	7,931	0	0	0	0	0	0	0	0	0	5,287	10,575	0
	Cosmopulos, Crowley & Daly	Boston	6,000	5,800	0	750	4,900	0	1,950	0	1,000	500	0	650	0	0	0
✓	Covey & Koons	Canton, Ohio	80	0	0	0	167	0	0	0	0	392	0	0	0	0	0
✓	Cowden Associates Advertising	Grand Junction, Co.	102	5	0	0	42	0	124	2	3	1	0	0	0	38	3
✓	Cramer-Krasselt Co.	Milwaukee	7,205	14,975	0	0	2,950	12,610	17,690	0	935	5,840	0	0	0	12,790	0
	Craniord Johnson Robinson Associates	Little Rock, Ark.	2,543	1,348	0	15	555	0	2,334	0	600	0	0	0	0	0	0
✓	Creel Associates	Oak Brook, Ill.	137	86	0	0	17	0	0	0	0	51	0	0	44	7	0
	CRE Inc	Indianapolis	69	1,029	0	0	95	0	80	0	18	0	0	0	0	14	0
✓	Creswell, Munsell, Fultz & Zirbel	Cedar Rapids, Iowa	1,849	0	0	0	6,471	0	9,244	0	924	2,311	7,395	0	0	0	6,009
✓	CS&A Advertising	Normal, Ill.	10	708	66	0	0	0	0	0	0	0	0	0	59	141	0
✓	CTS Associates	Detroit	204	105	0	0	200	0	68	0	86	0	0	0	6	286	13
	D'Arcy Masius Benton & Bowles	New York	78,607	138,564	0	0	63,620	460,983	280,120	7,994	23,982	0	0	0	0	15,718	0
✓	Darien & Dahl	Campbell, Calif.	301	37	0	0	1,289	0	2,410	127	3	15	0	0	0	6	0
✓	Davidoff & Partners	Westport, Conn.	970	1,293	0	0	1,122	0	2,399	49	39	0	0	20	39	395	0
✓	Davis, Johnson, Mogul & Colombatto	Los Angeles	14,080	3,041	0	0	18,718	69,347	0	0	1,333	85	0	0	0	0	0
	DDB Needham Worldwide	New York	76,361	143,723	0	0	48,673	342,124	211,599	464	12,556	0	0	0	0	6,886	463
	Paul A. DeJesse Inc. Advertising	Freehold, N.J.	0	0	15,200	0	0	0	0	0	0	0	0	0	0	0	0
✓	Della Femina, Travisano & Partners	New York	26,889	34,059	0	0	14,341	5,378	84,252	1,793	3,585	8,963	0	0	0	0	0
✓	Detrow & Underwood	Ashland, Ohio	0	100	0	0	0	0	0	0	0	486	0	0	0	25	0
✓	David Deutsch Associates	New York	3,725	11,810	0	0	0	6,210	14,770	2,355	817	2,334	0	455	226	1,701	0
	Direct Marketing Group	New York	0	0	0	0	0	0	0	0	0	0	0	0	1,488	148,302	0
✓	Doe-Anderson Advertising Agency	Louisville	1,177	2,247	0	0	1,937	0	1,969	0	683	1,467	0	0	0	1,998	0
	W.B. Doner & Co.	Southfield, Mich.	15,720	12,654	0	0	38,486	12,586	84,113	0	2,841	0	0	0	0	11,446	0
✓	Doremus & Co.	New York	90,115	30,265	0	0	3,300	0	3,300	3,300	1,300	0	0	0	0	0	0
✓	Dorland & Sweeney	Philadelphia	85	65	985	0	0	0	0	0	0	0	0	0	850	180	0
	Dorritie & Lyons	New York	0	0	23,000	0	0	0	0	500	0	0	0	0	0	1,500	0
✓	Doyle Graf Mabley	New York	10,862	22,435	0	0	5,720	0	10,807	0	200	0	0	0	0	0	0
✓	D.P.L. Advertising	Battle Creek, Mich.	20	50	0	0	10	0	0	0	0	130	5	0	100	439	30
✓	Drackett & Lavidge	Phoenix	434	429	0	0	602	0	1,070	0	154	0	0	0	0	0	0
✓	Drossman Lehmann Marino	New York	3,000	900	0	0	200	15,100	1,000	0	100	0	0	0	0	0	0
✓	Dudnyk Enterprises	Horsham, Pa.	0	200	200	0	200	0	0	0	0	400	520	0	400	800	1,236
	Dudreck DePaul Ficco & Morgan	Pittsburgh	1,100	340	0	0	1,660	0	4,000	15	621	563	0	53	0	305	0
✓	Duffy & Shanley	Providence, R.I.	1,431	1,416	0	0	275	0	679	0	78	0	0	0	0	0	0
✓	Dugan/Farley Communications Associates	Uppr. Sddl. Rvr, N.J.	0	0	3,203	0	0	0	0	0	0	0	0	0	0	2,330	291
	Ehrig & Associates	Seattle	4,386	145	0	0	871	0	1,346	0	43	363	0	58	0	36	0
✓	Eisaman, Johns & Laws	Los Angeles	6,400	29,100	0	2,500	12,300	18,100	11,700	3,300	3,700	1,800	0	0	0	340	0
✓	Eisner & Associates	Baltimore	6,276	1,819	0	0	5,046	0	8,640	909	632	963	0	133	1,364	1,705	0
✓	Elson Goot Group	Greenville, S.C.	424	121	0	0	121	0	303	0	61	0	0	0	0	61	121
✓	Elgin Syferd	Seattle	2,105	6,962	0	0	3,238	0	3,236	15	405	182	5	61	0	0	0
✓	Elkman Advertising	Bala Cynwyd, Pa.	6,545	301	0	0	3,835	0	7,486	40	422	0	0	0	0	1,445	0
	Emerson Marketing Agency	New York	0	0	0	0	0	0	0	0	0	53	0	0	0	477	0
	John Emmerling Inc.	New York	1,110	4,440	0	0	2,220	0	2,220	0	555	555	0	0	0	0	0
✓	Ephron, Raboy & Tsao	New York	3,966	7,467	0	665	457	4,242	8,729	421	140	3,015	0	0	0	5,924	0
	Epsilon	Burlington, Mass.	0	0	0	0	0	0	0	0	0	0	0	0	0	6,650	0
✓	Eric Ericson & Associates	Nashville	1,455	1,524	0	0	1,974	4,842	6,496	643	411	0	0	0	0	0	0
✓	Estey-Hoover	Newport Bch, Calif.	122	203	0	0	34	0	41	24	27	135	0	0	7	64	20
	William Esty Co.	New York	6,000	48,000	0	0	15,000	134,000	58,000	0	3,000	5,000	0	0	0	0	0
✓	Evans Communications	Salt Lake City	20,032	12,076	0	0	15,270	4,800	28,000	0	3,422	0	0	0	0	0	0
✓	Faber Shervey Advertising	Minneapolis	0	562	0	0	0	0	0	0	0	0	3	0	104	832	65
✓	Fahlgren & Swink	Parkersburg, W.Va.	5,163	4,263	0	0	9,593	5,191	19,553	1,124	1,680	[illegible]	0	0	0	2,233	0
✓	Fallon McElligott	Minneapolis	5,655	15,461	0	0	3,935	1,044	32,634	0	1,329	[illegible]	0	0	0	0	0
✓	Thomas G. Ferguson Associates	Parsippany, N.J.	71	0	5,673	0	106	0	0	213	0	[illegible]	0	106	0	922	0
✓	Fessel, Siegfriedt & Moeller Advertising	Louisville	4,008	1,028	0	0	1,102	0	748	0	182	[illegible]	0	0	1,530	907	499
	Martin Fiderer Associates	Englewood Cliffs, N.J.	0	200	1,900	0	0	0	0	0	0	0	0	0	0	3,550	0
	Firestone & Associates	New York	1,161	2,850	0	426	427	0	6,454	0	0	[illegible]	0	0	106	108	0
✓	Fitzgerald & Co.	Atlanta	1,920	3,820	0	0	418	0	2,147	0	23	0	0	82	13	365	0
	FitzSimons Advertising & PR	Cleveland	398	221	0	0	295	0	251	29	15	177	0	0	29	59	0
✓	Fletcher/Mayo/Associates	St. Joseph, Mo.	227	151	0	0	340	0	378	0	38	1,514	0	0	454	151	0
✓	Floathe & Associates	Bellevue, Wash.	0	650	0	0	0	0	0	0	0	205	0	0	0	0	0

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Agency billings by media

✓	Agency	Headquarters	Newspapers	Magazines	Medical journals	Supplements	Radio	Network TV	Spot TV	Cable TV	Outdoor	Business papers	Farm papers	Transit ads	Point of sale	Direct response	Special events
	Fogarty & Klein	Houston	4,016	1,039	260	260	5,975	0	10,311	260	1,039	2,338	0	0	0	779	0
✓	Food Group	New York	0	5,200	0	0	0	0	0	0	0	0	0	0	0	0	0
	Foote, Cone & Belding Communications	Chicago	72,931	104,355	0	13,028	52,506	269,096	177,997	0	16,514	0	0	0	24,428	213,103	0
✓	Albert Frank-Guenther Law	New York	19,839	7,772	0	0	150	0	100	100	0	15,578	0	50	0	200	25
	Frankenberry, Laughlin & Constable	Milwaukee	3,123	2,620	0	56	3,430	2,008	11,662	0	558	3,152	0	0	0	1,281	0
✓	Franznick & Cusatis Advertising	New York	550	2,310	0	0	1,890	0	2,070	0	0	0	0	0	0	80	0
✓	Fraser Advertising	Atlanta	212	8	0	0	104	0	354	0	0	69	0	0	0	24	0
✓	Furman, Roth Advertising	New York	1,400	500	0	0	2,000	1,500	2,400	200	0	0	0	0	0	0	0
	Gable Group Advertising	San Diego	1,886	1,230	0	0	1,800	0	820	82	0	1,769	0	0	0	199	0
	Gallagher Group	New York	1,300	0	0	0	300	0	3,100	100	100	0	0	0	0	100	0
✓	Garcia-Serra & Blanco Advertising	Coral Gables, Fla.	232	186	0	155	139	0	294	46	46	0	0	31	170	155	93
	Geer, DuBois	New York	8,000	34,000	0	0	3,000	17,000	38,000	3,000	7,000	1,000	1,000	2,000	0	1,000	0
✓	Gerber Advertising Agency	Portland, Ore.	1,665	2,050	0	0	1,661	0	1,872	0	88	0	0	0	0	64	0
✓	Daniel Glassman Advertising	Fairfield, N.J.	0	0	450	0	0	0	0	0	0	200	0	0	0	2,500	450
✓	Goodwin, Dannenbaum, Littman & Wingfield	Houston	4,632	1,158	0	0	2,316	0	10,421	1,158	1,158	2,316	0	0	0	0	0
✓	Grace & Rothschild	New York	3,100	18,900	0	0	930	0	1,725	1,860	4,030	310	0	0	0	0	0
✓	Grant/Jacoby	Chicago	2,000	3,000	0	0	2,000	6,000	20,000	3,000	1,000	2,000	0	0	3,000	19,000	0
✓	Gray Baumgarten Layport	Pittsburgh	1,772	2,461	0	0	788	0	985	197	1,477	1,871	0	0	295	0	0
	Greenwald/Christian Advertising	Philadelphia	2,208	736	0	0	2,208	0	1,840	0	147	0	0	0	0	221	0
✓	Gregory Inc.	Cleveland	58	2,372	0	0	12	0	12	0	0	0	0	0	0	2,923	0
✓	Grey Advertising	New York	110,200	155,100	0	0	82,600	507,200	330,400	40,800	17,700	0	0	0	43,500	92,500	0
	Griffin Bacal	New York	800	12,100	0	0	0	27,000	92,300	2,000	0	0	0	0	0	0	0
	Gross Townsend Frank Hoffman	New York	250	250	14,000	0	1,000	0	100	0	0	300	0	0	500	10,200	0
✓	Group 243	Ann Arbor, Mich.	2,800	3,450	0	0	4,200	23,250	3,800	750	0	350	0	0	1,400	1,850	0
	Gumpertz/Bentley/Fried	Los Angeles	896	1,620	0	0	2,738	1,047	7,233	68	767	441	0	0	0	0	0
✓	Haddon Advertising	Chicago	1,500	2,500	0	0	500	0	3.500	0	0	0	0	0	0	2,000	0
✓	Halcyon Associates	New York	76	606	0	0	0	0	0	0	0	76	0	0	0	757	0
✓	Haller Schwarz	Los Angeles	1,307	1,568	0	0	261	0	261	0	523	784	0	0	261	261	0
	Hallmark Advertising	Pittsburgh	720	451	0	736	3,500	0	6,950	500	200	130	0	90	910	880	0
	Hammond Farrell	New York	1,872	0	0	0	0	0	562	0	0	12,168	0	0	0	4,118	0
✓	Harris, Baio & McCullough	Willow Grove, Pa.	16	1,261	0	0	85	0	60	375	150	0	0	0	90	50	0
✓	Hart/Conway Co.	Rochester, N.Y.	2,064	59	0	0	1,200	0	1,258	0	134	0	0	0	0	0	0
✓	HDM	New York	12,233	28,517	0	32	13,638	17,183	30,256	832	3,183	0	16,410	0	0	0	0
	Henderson Advertising	Greenville, S.C.	2,911	7,387	0	0	3,346	18,726	7,256	0	565	1,217	0	0	1,086	0	0
✓	Hickman&Associates	Indianapolis	113	462	149	0	367	0	398	15	24	0	0	0	0	13	0
✓	Hicks & Associates	Coral Gables, Fla.	269	177	0	0	191	0	401	0	0	314	0	0	0	0	0
✓	Roni Hicks & Associates	San Diego	1,454	281	0	0	99	0	0	0	67	0	0	0	7	48	0
✓	Hiebing Group	Madison, Wis.	555	131	0	0	261	0	1,665	0	98	0	0	0	33	196	0
✓	High Plains Publishers	Dodge City, Kan.	48	0	0	0	92	10	0	0	0	0	0	0	0	0	0
✓	Hill, Holliday, Connors, Cosmopulos	Boston	26,954	24,321	0	0	8,634	9,160	28,217	1,895	1,790	1,156	0	0	0	3,159	0
✓	Hinckley/Slade Group	Houston	333	1,166	0	0	51	0	0	0	77	33	0	0	0	121	0
✓	Hinton & Steel	Seattle	317	158	0	0	0	0	125	0	0	158	0	0	0	0	0
	Hirsch Elliott	New York	422	26	0	0	44	0	0	0	0	387	0	0	0	0	0
✓	Bernard Hodes Advertising Group	New York	123,780	17,400	0	0	0	0	0	0	0	0	0	0	0	32,669	0
	J.P. Hogan & Co.	Knoxville, Tenn.	91	250	0	0	400	0	140	0	24	835	0	0	33	27	0
	Homer & Durham Advertising	New York	3,845	7,177	0	513	2,307	0	1,538	0	0	5,383	0	0	2,307	2,563	0
✓	Hughes Advertising	St. Louis	544	1,743	0	0	1,035	0	1,549	0	13	0	0	0	0	0	0
✓	Hull & Signorile	Florham Park, N.J.	0	179	0	0	0	1,432	90	90	0	0	0	0	0	0	0
✓	Huntsinger & Jeffer	Richmond, Va.	0	1,971	0	0	0	0	187	0	0	0	0	0	0	5,355	0
✓	Image Dynamics	Baltimore	929	245	0	0	428	0	510	0	85	0	0	0	0	0	0
✓	Impact Marketing & Communications	Boston	100	1,315	0	0	0	0	0	0	0	300	0	0	0	0	0
✓	Ingalls, Quinn & Johnson	Boston	20,705	28,700	0	0	20,481	6,787	29,000	200	100	0	0	25	0	262	0
✓	Intercommunications	Newport Bch, Calif.	4,231	2,821	0	0	2,115	0	705	0	2,821	0	0	0	0	1,410	0
	Isidore & Paulson	New York	5,300	2,962	0	0	385	0	9,730	0	0	1,156	0	0	0	0	0
✓	James & Thomas	Chicago	399	215	0	0	77	0	0	0	23	14	0	0	0	40	0
✓	Jason Group	New York	780	4,290	0	0	780	1,170	0	0	0	780	0	0	0	0	0
✓	Jayme Organization	Beachwood, Ohio	36	141	0	0	0	0	0	0	0	2,558	0	0	0	101	0
✓	Jiloty Communications	Holly Hill, Fla.	234	234	23	23	175	35	105	47	93	47	0	23	47	82	0
✓	Rick Johnson & Co.	Albuquerque, N.M.	688	124	0	0	960	0	1,898	0	398	0	0	0	0	14	44
✓	Jonethis Organization	Akron, Ohio	68	90	0	0	144	0	190	12	80	0	0	0	0	24	0
	Jordan, McGrath, Case & Taylor	New York	5,200	19,914	0	1,120	14,481	133,366	53,236	14,820	4,213	1,450	0	0	0	0	0
	Jordan Tamraz Caruso Advertising	Chicago	6,962	1,160	0	0	4,177	0	9,282	464	696	232	0	0	232	0	0
✓	Juhl Agency	Elkhart, Ind.	217	2,801	0	0	371	0	504	0	0	1,726	0	0	0	320	0
✓	Kallir, Philips, Ross	New York	0	0	16,843	0	0	0	0	0	0	0	0	0	0	14,734	0
✓	Karsh & Hagan	Englewood, Colo.	1,654	242	0	0	1,733	0	5,012	0	31	0	0	0	0	0	0
✓	Kaufman Goldman Siral	Chicago	0	0	0	0	0	0	0	0	0	4,104	0	0	0	0	0
✓	Kaufman & Maraffi	New York	1,768	3,382	0	0	1,537	0	384	0	0	0	0	0	615	0	0
	Keller-Crescent Co.	Evansville, Ind.	1,498	2,773	0	0	1,595	0	11,914	0	135	3,311	0	0	0	876	0
	Keller Haver	New York	450	135	0	0	90	0	0	0	0	135	0	0	90	0	0
	Kenrick Advertising	St. Louis	400	2,053	0	0	1,681	800	3,001	90	21	41	1,600	0	500	500	0
	Kerlick, Switzer & Johnson Advertising	St. Louis	4,900	700	0	300	4,700	0	7,100	300	200	1,500	100	1,000	0	2,100	0
✓	Kert Advertising	Ft. Lauderdale, Fla.	1,435	4	0	0	653	0	382	0	0	0	0	0	546	0	0
✓	Ketchum Advertising	Pittsburgh	29,902	68,854	0	0	30,296	62,952	110,166	0	3,541	27,935	0	0	0	58,230	0
✓	Key/Donna/Pearlstein	Los Angeles	5,565	14,609	0	0	2,783	6,957	33,393	348	5,913	0	0	0	0	0	0

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Agency billings by media

✓	Agency	Headquarters	News-papers	Maga-zines	Medical journals	Supple-ments	Radio	Network TV	Spot TV	Cable TV	Outdoor	Business papers	Farm papers	Transit ads	Point of sale	Direct response	Special events
✓	Keyes Martin Gaby Linett	Springfield, N.J.	3,938	1,969	0	0	2,148	0	2,148	0	1,790	2,506	0	0	179	2,148	1,074
✓	Kinzie & Green	Wausau, Wis.	138	0	0	0	57	0	129	0	26	224	0	0	0	219	0
	Klemtner Advertising	New York	0	1,700	33,400	0	0	7,500	0	1,200	0	0	0	0	0	7,000	0
✓	S.R. Knapp Associates	Arlington Heights, Ill.	1,186	1,621	79	0	0	0	672	0	0	0	0	0	0	395	0
	Knudsen Moore Schropfer	Stamford, Conn.	1,000	2,000	0	0	1,000	0	4,000	0	0	1,000	0	0	0	0	0
	Kobs & Brady Advertising	Chicago	0	0	0	0	0	0	0	0	0	0	0	0	0	85,270	0
✓	Koca, Wesson & Associates	Elm Grove, Wis.	350	400	0	0	400	0	500	0	0	830	0	0	200	820	600
	Kolon, Bittker & Desmond	Troy, Mich.	2,800	520	0	0	2,000	0	5,800	0	520	650	0	0	650	0	200
	Kopf & Isaacson Advertising	Melville, N.Y.	484	2,193	0	0	0	0	0	0	0	484	0	0	0	65	0
✓	Kornhauser & Calene	New York	12,000	14,000	0	3,000	3,000	63,000	13,000	6,000	1,000	6,000	0	0	1,000	0	0
✓	Kresser, Craig/D.I.K.	Los Angeles	224	1,935	0	0	4,972	15,380	0	0	720	0	0	0	0	1,224	0
	KSK Communications	McLean, Va.	69	550	0	0	0	0	0	0	0	701	0	7	0	48	0
	Kullberg Amato Pisacane/ABP	New York	3,800	2,200	0	0	1,000	200	7,500	0	0	2,500	0	0	0	1,800	0
✓	Lally, McFarland & Pantello	New York	0	0	6,016	0	0	0	0	0	0	0	0	0	0	39,400	0
✓	Landers & Partners	St. Petersburg, Fla.	322	115	0	0	824	0	2,697	0	147	0	0	0	0	15	0
	Hal Langerman Co.	Center Square, Pa.	0	0	0	0	0	0	0	0	0	0	0	0	0	8,885	0
✓	Lardis, McCurdy & Co.	Meriden, Conn.	302	140	0	0	160	0	0	20	120	630	0	0	773	185	0
✓	Larwin/Livers Associated	Willow Grove, Pa.	30	0	0	0	0	0	0	0	0	400	0	0	80	1,367	0
	Launey, Hachmann & Harris	New York	401	2,715	0	525	609	0	806	0	96	2,020	0	0	268	1,648	0
	Laurence, Charles, Free & Lawson	New York	24,255	59,290	0	2,695	18,865	72,765	59,290	5,390	18,865	2,695	0	2,695	2,695	0	0
✓	Martin A. Lave Marketing	Indianapolis	261	93	0	0	82	0	280	53	0	14	5	0	0	2,888	0
✓	Laven, Fuller & Perkins	Chicago	4,583	91	119	23	102	0	158	62	0	181	0	0	0	339	0
✓	Lavey/Wolff/Swift	New York	0	3,000	38,000	0	0	1,000	2,500	0	0	0	0	0	3,600	0	0
✓	Leff & Squicciarini Advertising & PR	Columbus, Ohio	153	250	0	0	260	0	102	13	40	46	0	0	0	56	0
	Al Paul Lefton Co.	New York	7,800	6,700	0	0	6,700	3,900	10,800	1,700	0	9,800	3,300	0	0	4,500	0
	The Lempert Co.	Belleville, N.J.	889	1,905	0	0	2,540	0	4,445	0	0	0	0	0	381	2,540	0
	Leonard Monahan Saabye Lubars	Providence, R.I.	2,783	8,348	0	0	860	800	1,970	130	150	0	0	0	0	0	0
	Lesko Inc.	Pittsburgh	50	5	1	0	5	0	20	0	10	5	0	5	0	1	10
✓	Leslie Advertising Agency	Greenville, S.C.	1,479	1,375	0	0	1,052	0	11,837	0	161	0	0	0	0	1,090	0
✓	Lessing-Flynn Advertising Co.	Des Moines	332	1,656	0	0	620	0	326	0	40	0	0	0	0	0	0
✓	Levenson, Levenson & Hill	Irving, Texas	6,153	163	0	0	2,337	0	11,728	0	0	0	0	0	0	0	0
	Levine, Huntley, Schmidt & Beaver	New York	7,461	17,628	0	0	12,298	60,805	54,898	4,162	589	2,230	0	37	0	178	0
	Jack Levy & Associates	Chicago	675	2,026	0	0	2,100	0	12,170	0	226	1,803	0	0	0	3,539	0
✓	Levy, King & White Advertising	Buffalo	3,640	728	0	1,019	3,203	2,373	553	1,019	160	437	0	0	306	1,121	0
✓	Lewis, Gilman & Kynett	Philadelphia	8,200	3,500	0	0	7,600	4,500	38,500	0	1,400	13,900	0	0	0	4,400	0
	J.H. Lewis Advertising Agency	Mobile, Ala.	384	304	0	0	320	0	352	0	240	0	0	0	0	9	0
✓	Lipman, Richmond, Greene	New York	4,738	2,340	0	0	936	0	2,924	0	318	0	0	446	0	3	0
✓	K.I. Lipton	Doylestown, Pa.	0	0	3,424	0	0	0	0	0	0	685	0	0	0	2,738	0
✓	Darryl Lloyd Brigham	North Hollywood, Calif.	893	539	0	0	0	0	0	0	0	15	0	0	31	262	0
✓	Lockhart & Pettus	New York	353	2,216	0	0	2,903	0	3,246	0	140	0	0	0	0	0	0
✓	Lohmeyer Simpson Communications	Morristown, N.J.	2,600	2,275	0	0	650	0	0	325	0	0	0	0	325	325	0
✓	Long, Haymes & Carr	Winston-Salem, N.C.	5,500	8,500	0	0	3,200	13,200	5,100	0	2,400	2,800	0	0	9,000	1,300	0
✓	Lord, Geller, Federico, Einstein	New York	20,341	54,664	0	55	9,369	68,030	4,951	0	1,140	10,817	0	0	0	0	0
✓	Lord, Sullivan & Yoder	Columbus, Ohio	2,170	117	0	0	2,485	0	3,511	175	222	2,625	0	58	257	327	0
	LSGE Advertising	Avon, Conn.	718	1,381	0	0	261	0	486	11	115	745	0	67	128	969	47
✓	Lyons Inc.	Wilmington, Del.	450	1,300	0	0	300	0	0	0	10	0	0	0	250	928	0
✓	Maleson Advertising	Owings Mills, Md.	2,400	800	0	0	2,400	0	1,600	0	800	0	0	0	0	0	0
✓	Mallof, Abruzino & Nash Marketing	Lombard, Ill.	3,496	114	0	0	529	0	285	0	0	0	0	0	0	163	0
	John Malmo Advertising	Memphis	1,283	0	2,300	0	1,632	0	4,390	0	15	0	0	0	0	80	0
✓	Malone Advertising	Akron, Ohio	1,250	639	0	0	2,916	0	13,919	0	1,000	2,786	0	0	1,500	3,250	515
✓	MARC Advertising	Pittsburgh	40,000	1,000	0	0	4,800	3,000	18,200	1,000	800	0	0	0	0	2,000	0
✓	MARCOA DR Group	Chicago	0	0	0	0	0	0	0	0	0	0	0	0	0	107,700	0
✓	Marcus Advertising Inc.	Cleveland	2,025	1,424	0	0	5,138	0	9,628	0	802	0	0	177	0	14	0
✓	Margeotes Fertitta & Weiss	New York	4,085	12,840	0	0	2,915	0	6,110	0	1,250	3,410	0	415	1,140	1,276	0
	Maris, West & Baker	Jackson, Miss.	425	346	0	0	221	0	1,176	0	110	0	0	0	0	198	0
✓	MarketAide Inc.	Salina, Kan.	313	49	0	0	82	0	132	0	16	16	16	0	16	1,004	0
✓	Marketing Associates International	Green Bay, Wis.	0	274	0	0	0	0	0	0	0	0	0	0	10	77	0
✓	Marketing Communications Group	Toledo, Ohio	113	1,060	0	0	66	69	0	0	35	0	0	0	0	0	0
✓	Marketing Directions	Newport Beach, Calif.	307	0	711	0	50	0	0	0	0	0	0	0	0	0	0
	Marketing Lab	Danbury, Conn.	1	14	117	0	0	0	0	0	0	0	0	0	0	0	0
✓	Marketing Resources Inc./WB&H Advertising	Lenexa, Kan.	1,000	800	0	0	800	0	1,400	0	200	1,900	0	0	1,600	14,450	0
✓	Marketing Support	Chicago	3,100	3,500	20	0	1,500	1,500	3,500	800	500	1,200	0	0	1,700	2,400	80
	Marquardt & Roche	Stamford, Conn.	560	560	0	0	560	0	560	75	75	747	0	75	0	523	0
	Martin Marshall Jaccoma Mitchell Adv.	New York	4,300	12,350	0	0	1,750	0	8,400	650	100	3,950	0	0	425	9,080	0
	Martin-Williams	Minneapolis	1,300	4,500	0	0	2,900	4,600	6,300	0	800	0	6,000	0	0	0	0
	Jack Mathis Advertising	Libertyville, Ill.	0	0	0	0	0	0	0	0	0	391	0	0	0	74	0
	McAdams, Richman & Ong	Bala Cynwyd, Pa.	5,000	2,125	0	0	4,275	0	12,000	825	0	7,125	0	0	0	0	0
✓	William Douglas McAdams	New York	8,500	0	45,500	0	2,600	0	0	0	0	0	0	0	0	3,900	0
✓	McCann-Erickson Worldwide	New York	0	0	55,000	0	66,000	320,000	190,000	17,000	0	0	0	0	0	0	0
✓	McCormick Advertising Agency	Amarillo, Texas	287	60	0	0	53	0	236	12	178	0	242	0	11	190	0
✓	McDougall Associates	Peabody, Mass.	1,648	1,648	0	0	287	0	144	0	144	0	0	0	0	0	0
	McFarland Group	Elm Grove, Wis.	0	0	75	0	1,300	0	1,667	0	258	209	1,553	0	0	0	114
	McKee Advertising	Elk Grove Village, Ill.	481	1,164	0	0	0	0	9	12	13	0	31	0	170	912	0
	McKinney Inc.	Philadelphia	179	74	0	0	119	0	0	0	0	5,243	0	0	0	343	0

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Agency billings by media

✓	Agency	Headquarters	Newspapers	Magazines	Medical journals	Supplements	Radio	Network TV	Spot TV	Cable TV	Outdoor	Business papers	Farm papers	Transit ads	Point of sale	Direct response	Special events
	McKinney & Silver	Raleigh, N.C.	20,000	16,000	0	0	10,000	4,000	28,000	6,000	4,000	7,000	0	230	0	2,000	0
	M.E.D. Communications	Woodridge, N.J.	0	0	13,000	0	0	0	0	0	0	0	0	0	0	0	0
✓	Medicus Intercon International	New York	0	10,656	3,443	0	1,464	0	1,000	0	0	0	0	0	8,371	2,935	1,000
	Meldrum & Fewsmith	Cleveland	4,526	4,745	0	0	1,971	9,052	18,250	0	511	18,542	6,643	0	0	8,760	0
	Stan Merritt Advertising	New York	1,846	4,306	0	820	3,076	1,230	7,177	205	308	513	0	206	609	210	0
	R.L. Meyer Advertising	Milwaukee	1,163	36	0	0	6	0	7,448	0	63	0	0	0	0	9	0
✓	Miller Advertising Agency	New York	54,000	0	0	0	5,000	0	5,000	2,000	0	0	0	0	0	0	0
✓	Mills Hall Walborn & Associates	Cleveland	5,280	0	0	0	2,250	0	5,300	150	575	0	0	130	75	1,500	0
✓	William Mills/Advertising & Marketing	Atlanta	5	74	0	0	0	0	0	0	0	13	0	0	0	14	0
✓	Mintz & Hoke	Avon, Conn.	5,850	5,800	0	150	[illegible]	0	12,750	1,250	400	5,750	0	240	525	1,095	0
✓	Mitchell & Comer	Toledo, Ohio	40	20	0	0	15	0	20	0	0	0	0	0	150	90	0
	Mojo	San Francisco	4,912	7,096	0	0	14,193	0	22,927	1,092	1,911	0	2,183	274	0	0	0
✓	Eric Mower & Associates	Syracuse, N.Y.	3,338	2,652	0	0	1,663	887	3,664	0	209	0	1,235	424	1,242	2,410	0
	MSA Advertising	Philadelphia	621	194	0	0	131	0	0	0	0	276	0	0	51	135	0
	Mullen Advertising	South Hamilton, Mass.	3,060	11,130	0	0	1,390	0	3,900	1,110	840	4,170	0	0	0	2,233	0
✓	Muller Jordan Weiss	New York	2,100	8,800	0	0	4,100	4,357	14,200	0	2,000	5,400	3,600	0	0	1,900	0
✓	Mutual Media	New York	588	784	0	0	3,740	1,960	31,346	0	0	195	0	0	0	588	0
✓	MWA Direct	Minneapolis	0	0	0	0	0	0	0	0	0	0	0	0	0	4,001	0
✓	Frank C. Nahser	Chicago	325	6,494	0	0	1,623	2,110	1,623	325	0	3,247	0	0	0	487	0
	Nationwide Advertising Service	Cleveland	133,620	7,860	0	0	0	0	0	0	0	0	0	0	0	0	0
	Newmark, Posner & Mitchell	New York	24,978	3,850	0	0	730	0	110	0	75	36	0	80	96	1,050	0
✓	New Trend Agency	Hackensack, N.J.	3,400	425	0	0	800	0	2,700	0	9	0	0	0	0	1,625	0
✓	NKH&W Marketing Communications	Kansas City, Mo.	123	28	0	0	147	0	228	0	0	307	346	0	0	38	0
✓	Noble Communications	Springfield, Mo.	3,176	5,019	0	0	583	19,801	0	0	75	0	0	0	0	846	0
✓	North Castle Partners	Greenwich, Conn.	1,353	5,228	0	0	[illegible]	[illegible]	11,048	2,102	723	900	0	0	0	0	0
	NPC & Associates	Landover, Md.	300	100	0	0	300	0	100	0	0	0	0	0	0	0	0
✓	Ogilvy & Mather Direct Response	New York	0	0	0	0	0	0	0	0	0	0	0	0	0	260,000	0
	Ogilvy & Mather Worldwide	New York	43,000	196,000	5,500	2,000	65,000	391,000	175,000	8,500	33,000	0	0	0	0	0	0
✓	Omni Marketing	Oakbrook Terrace, Ill.	0	0	0	0	0	0	0	0	0	0	0	500	3,140	52,220	1,140
✓	Paolin & Sweeney	Cherry Hill, N.J.	5,000	1,700	0	0	2,900	0	3,500	0	1,100	0	0	0	300	2,000	0
	Patchen Brownfeld	Phoenix	6,162	2,031	140	0	770	0	1,400	140	1,681	140	0	140	700	700	0
	Patterson Advertising Agency	Topeka, Kan.	141	176	64	0	478	0	495	24	39	21	0	0	0	123	0
✓	Pedone & Partners	New York	234	4,713	80	0	640	4,726	1,879	0	0	0	0	37	0	0	0
✓	Penny/Ohlmann/Neiman	Dayton, Ohio	893	593	5	0	1,113	0	955	9	84	428	0	0	6,288	6,414	0
	Penny & Speier	Houston	981	492	0	0	55	0	755	0	255	188	0	0	0	0	0
	Pihas, Schmidt, Westerdahl Co.	Portland, Ore.	978	274	0	213	1,156	0	1,348	0	122	30	0	30	122	1,098	0
	Poindexter Associates	Roanoke, Va.	1,081	203	0	0	608	0	1,204	0	135	0	0	0	0	66	0
✓	Polese Clancy	Boston	153	258	0	0	102	0	6	0	8	5	0	0	0	0	0
	Poppe Tyson	New York	7,400	12,200	0	0	5,200	0	18,500	0	700	0	0	0	0	0	0
✓	Posey Quest Genova	Greenwich, Conn.	500	5,100	0	0	500	4,000	500	0	0	500	0	0	0	0	0
✓	Potterhazlehurst Inc.	East Greenwich, Conn.	1,103	3,658	0	0	280	0	369	0	10	1,917	0	0	0	0	0
✓	Praco Ltd.	Colorado Springs, Colo.	449	98	0	0	269	0	372	0	0	63	0	0	0	0	0
✓	Price McNabb Advertising Agency	Asheville, N.C.	864	974	0	0	3,123	0	12,264	0	0	0	0	0	0	0	0
✓	Pringle Dixon Pringle	Atlanta	8,529	2,443	0	44	5,689	0	412	228	227	0	108	0	0	615	519
✓	Qually & Co.	Chicago	460	290	0	0	800	210	1,340	0	120	400	0	210	200	190	0
✓	L. Quillin & Associates	LaCrosse, Wis.	95	600	0	0	470	0	280	20	98	0	0	0	0	271	0
	Jules Rabin Associates	Valley Stream, N.Y.	4,685	312	0	0	0	0	0	0	0	0	0	0	0	0	0
✓	Rapp & Collins USA	New York	0	0	0	0	0	0	0	0	0	0	0	0	0	99,400	0
✓	Reimel Carter Advertising	Philadelphia	3,650	719	0	0	2,329	0	1,913	0	526	276	0	0	0	192	0
	Richards Group	Dallas	1,550	3,100	0	0	7,750	1,400	10,750	0	1,150	0	0	0	0	1,250	0
	Hal Riney & Partners	San Francisco	60,000	0	0	0	[illegible]	[illegible]	0	0	0	0	0	0	0	0	0
✓	John Riedell Advertising	New Brighton, Minn.	386	796	0	0	156	0	125	113	0	971	0	0	0	596	0
✓	Rizzo Simons Cohn	Boston	1,810	2,721	63	0	1,575	0	624	125	80	1,948	0	0	741	936	0
✓	Roggers, French & Co.	Irvine, Calif.	668	1,826	89	0	356	0	223	0	134	668	0	0	0	490	0
	Rosenfeld Sirowitz Humphrey & Strauss	New York	4,035	10,985	1,100	0	[illegible]	[illegible]	19,318	418	0	0	500	0	0	500	0
	Rolf Werner Rosenthal	New York	0	0	6,500	0	0	0	0	500	0	0	0	0	0	1,575	1,125
✓	Ross Roy Group	Bloomfield Hills, Mich.	12,700	28,800	0	5,200	24,100	35,800	53,900	2,900	6,200	6,000	0	400	3,000	15,300	0
✓	Rubin Postaer & Associates	Los Angeles	5,293	17,997	0	0	9,316	40,229	32,183	0	529	212	106	0	0	0	0
	Rumrill-Hoyt	Rochester, N.Y.	193	13,014	0	0	1,051	128	556	0	4	0	3,200	0	0	4,862	0
	Saatchi & Saatchi Advertising Worldwide	New York	83,950	251,850	0	0	100,740	638,020	520,490	50,370	33,580	0	0	0	0	0	0
✓	Sacks & Rosen	New York	2,400	8,600	0	1,400	500	0	700	100	300	1,100	0	0	600	3,400	0
✓	Sader & Associates	New York	10	50	0	0	5	0	250	25	0	50	0	0	20	790	0
✓	Scharfberg & Associates	Jenkintown, Pa.	2,215	690	0	0	2,150	0	3,170	590	150	150	0	150	400	335	0
✓	Schenkein/Associates	Englewood, Colo.	144	1,201	0	0	653	209	536	0	71	0	0	0	0	0	0
	Ken Schmidt Co.	Milwaukee	76	2,931	0	0	60	0	75	0	0	0	1,248	0	0	596	0
✓	Scott Associates	Champaign, Ill.	1	14	0	0	5	0	0	0	0	0	0	0	0	0	0
✓	Sefton Associates	Grand Rapids, Mich.	90	1,382	0	0	172	0	300	43	0	0	0	26	16	330	0
	Semel/Kaye & Co.	Northbrook, Ill.	138	0	0	0	0	0	0	0	139	593	0	0	56	1,330	416
✓	SGM & Co.	Norwell, Mass.	167	1,167	0	0	100	0	0	0	33	0	0	33	0	167	0
✓	Sharp Hartwig	Seattle	[illegible]	[illegible]	0	0	[illegible]	0	[illegible]	0	77	0	0	0	0	20	0
✓	Shea & Ziegler	Darien, Conn.	3	0	0	0	0	0	0	0	0	93	0	0	0	26	0
	Sheffer Advertising	South Bend, Ind.	5	310	0	0	49	0	43	0	8	9	37	0	0	13	9
✓	Sheldon Fredericks Advertising	New York	1,138	329	99	0	0	0	0	0	0	0	0	0	213	3,239	0
	Sherwood & Schneider	New York	1,405	7,496	0	0	1,171	0	11,715	468	234	234	0	0	0	702	0

NOTES: Dollars are in thousands. Billings of subsidiaries listed on Page 4 are not included in parent company totals in this table. See Page 4 for more footnotes.

Agency billings by media

✓	Agency	Headquarters	Newspapers	Magazines	Medical journals	Supplements	Radio	Network TV	Spot TV	Cable TV	Outdoor	Business papers	Farm papers	Transit ads	Point of sale	Direct response	Special events
✓	Shorey & Associates	Greenville, S.C.	77	0	0	0	77	0	0	0	31	1,237	0	0	31	93	0
✓	Siddall, Matus & Coughter	Richmond, Va.	3,940	2,104	0	0	2,184	0	1,456	0	200	0	0	0	0	0	0
✓	Simons Michelson Zieve	Troy, Mich.	3,356	1,611	0	0	2,685	0	4,027	0	604	0	0	67	268	805	0
	Slater Hanft Martin	New York	2,784	10,440	0	0	1,392	14,268	1,740	1,740	0	0	0	0	0	2,436	0
	Smith, Badofsky & Raffel	Chicago	1,469	306	0	61	1,346	0	2,142	0	61	306	0	122	61	245	0
✓	Smith Burke & Azzam	Baltimore	2,250	1,875	0	180	2,883	7,000	7,317	0	635	375	0	0	0	1,631	0
✓	J. Richard Smith Ltd.	Old Bethpage, N.Y.	13,500	1,700	0	0	4,050	0	7,600	0	50	0	0	0	100	3,600	0
✓	Smith, Kaplan, Allen & Reynolds	Omaha	733	733	0	0	1,320	293	2,347	0	367	147	73	73	147	293	0
	Smith & Yehle	Kansas City, Mo.	987	399	0	66	1,661	0	2,526	0	133	0	0	0	66	797	0
✓	Soghoglen & Macuga Advertising	Washington	3,224	3,224	0	0	1,612	0	1,612	0	0	0	0	0	306	5,642	0
✓	Solin Associates Inc. Advertising	New York	700	300	0	1,800	0	0	14,100	0	0	0	0	0	0	0	0
✓	Sommer Inc.	Englewood Cliffs, N.J.	679	5,487	0	0	0	0	0	0	12	0	0	0	0	0	0
✓	Spangler/Fischer	Minneapolis	103	0	0	1,400	180	0	320	0	46	0	0	0	50	50	0
✓	Spencer Bennett Nowak	Seekonk, Mass.	0	0	0	0	0	0	0	0	0	3,195	0	0	0	0	0
✓	Franklin Spier Inc.	New York	9,166	4,811	0	0	1,128	0	505	40	13	1,300	0	313	0	0	0
	Stephan & Brady	Madison, Wis.	676	920	42	0	340	0	886	0	55	1,300	205	21	0	357	0
✓	Stern/Monroe Advertising	Dallas	5,200	6,500	0	0	6,100	10,200	4,700	500	200	700	0	0	100	0	0
✓	Stern Walters Partners	Chicago	524	1,768	0	0	2,584	3,112	18,173	0	137	543	0	0	0	173	0
	Stiegler, Wells & Brunswick	Bethlehem, Pa.	762	1,944	0	0	266	0	0	99	6	0	0	0	0	0	0
	Stogel Cos.	New York	715	6,791	0	0	238	477	1,191	0	238	357	0	357	0	477	1,072
✓	Stone, August Baker Communications Co.	Birmingham, Mich.	1,107	532	0	0	1,801	0	2,997	30	103	59	0	0	0	32	0
	Stone & Simons Advertising	Southfield, Mich.	1,009	1,041	0	0	3,182	8,675	3,483	163	212	458	0	165	106	2,650	0
	Storey Berman & Freer Advertising	Chicago	1,800	1,800	0	0	1,100	0	250	0	0	950	0	0	0	500	0
✓	Sutton Communications	New York	0	0	700	0	0	0	0	0	0	0	0	0	0	1,000	0
✓	Symon & Hilliard	New York	296	4,395	0	0	0	0	534	0	0	0	0	0	0	0	0
	Tatham-Laird & Kudner	Chicago	26,259	22,152	0	4,694	7,482	36,235	37,849	6,161	1,467	1,174	0	1,467	0	1,760	0
	Taylor Brown & Barnhill	Houston	3,000	1,000	0	0	4,000	0	20,000	1,500	0	0	500	0	0	0	0
	TBWA Advertising	New York	3,700	44,600	0	3,800	10,100	7,600	52,300	1,300	1,300	0	0	1,200	0	0	0
✓	TCI Advertising	Stamford, Conn.	345	575	0	190	20	0	0	0	0	920	0	0	115	115	21
✓	Telephone Marketing Programs	New York	0	0	0	0	0	0	0	0	0	0	0	0	0	144,500	0
✓	G. Temple Associates	Southfield, Mich.	0	987	0	0	0	0	0	0	0	0	0	0	0	210	0
✓	Tepe, Hensler & Westerkamp	Cincinnati	363	377	0	0	516	0	117	0	23	857	0	0	0	23	70
	J. Walter Thompson Co.	New York	171,346	179,950	0	0	87,021	509,247	353,444	0	25,967	0	0	0	0	0	0
	Towne, Silverstein, Rotter	New York	835	8,350	0	0	12,525	41,550	13,560	4,175	2,505	0	0	0	0	0	0
✓	Townsend Agency	Rosemont, Ill.	44	0	0	0	207	0	224	0	0	0	0	0	811	11,651	0
✓	Tracy-Locke	Dallas	15,800	11,800	0	2,200	33,900	19,500	140,000	2,000	3,400	3,500	0	0	0	0	0
✓	Tri-State Advertising Co.	Warsaw, Ind.	85	30	0	0	0	0	0	0	0	1,650	314	0	0	828	1,476
✓	Tycer Fultz Bellack	Palo Alto, Calif.	328	6,175	0	0	0	0	10	5	33	0	0	0	0	0	0
✓	Umphenour Martin Lonsdorf	Atlanta	311	0	0	0	222	0	1,643	0	38	0	0	0	0	1,380	0
✓	Valentine-Radford	Kansas City, Mo.	5,460	2,201	0	919	6,130	204	8,547	536	689	0	4,149	0	0	2,407	0
	Van Brunt & Co. Advertising-Marketing	New York	2,138	2,700	0	0	2,250	0	2,025	0	0	1,125	0	0	0	1,013	0
✓	VanSant, Dugdale & Co.	Baltimore	2,783	3,542	0	0	2,024	8,096	4,807	0	253	3,795	0	0	0	0	0
	Vickers & Benson/FKQ	Buffalo	1,005	1,786	56	144	974	1,014	3,363	90	151	1,236	0	192	100	544	62
✓	Vicom/FCB	San Francisco	0	0	32,160	0	0	0	0	5,322	0	0	0	0	0	37,482	0
✓	John Volk Co.	Chicago	457	496	309	0	284	25	64	0	0	0	1,953	0	0	0	0
	Waldbillig & Besteman	Madison, Wis.	1,433	681	0	0	1,563	0	1,813	273	702	2,746	443	82	1,355	4,151	0
	Wardrop Murtaugh Temple	Chicago	1,253	313	0	0	1,566	0	1,692	0	188	627	0	0	0	627	0
	Warner, Bicking & Fenwick	New York	200	2,200	0	0	450	0	4,500	0	0	1,200	0	0	300	600	0
✓	Warren/Kremer Advertising	New York	7,250	8,975	0	0	1,500	325	0	0	1,000	4,450	0	325	1,275	1,725	0
	Warwick Advertising	New York	5,270	19,761	0	0	5,270	0	85,638	0	2,635	6,650	0	0	0	0	0
✓	Weightman Group	Philadelphia	15,878	13,076	0	0	2,802	0	30,228	0	934	9,340	0	0	1,868	10,274	0
✓	Weiser Group	Chicago	1,178	334	0	0	79	0	0	0	0	0	0	0	0	0	0
✓	Welch, Currier, Curry, Anderson	Boston	2,900	1,900	0	0	2,100	0	1,800	0	100	1,500	0	150	1,000	445	0
	Wells, Rich, Greene	New York	99,500	130,000	0	0	61,200	260,100	153,000	15,300	45,900	0	0	0	0	0	0
✓	Wendt Advertising	Great Falls, Mont.	489	845	0	0	128	0	509	0	162	0	0	0	0	30	0
✓	White, Good & Co.	Lebanon, Pa.	472	121	0	0	195	0	30	0	85	20	0	0	7	54	0
✓	Edwin Bird Wilson	New York	5,058	5,901	0	0	843	674	1,686	843	674	506	0	0	0	674	0
✓	Winius-Brandon Advertising	Bellaire, Texas	4,503	2,372	0	0	4,767	0	7,261	647	857	615	0	0	0	945	0
✓	Winterkorn Lillis	Rochester, N.Y.	0	145	0	0	0	0	0	0	0	0	0	0	145	290	0
	Don Wise & Co.	New York	250	3,500	0	0	0	0	0	0	0	850	0	0	400	500	0
✓	Wolkcas Advertising	Albany, N.Y.	736	329	0	0	865	0	464	3	61	0	0	60	0	92	30
✓	Peter Wong & Associates	Richmond, Va.	90	769	0	0	45	0	0	0	0	0	0	0	0	0	0
✓	Wooding & Housley	Providence, R.I.	120	935	0	0	50	0	25	0	25	1,198	0	0	0	50	0
	Wray/Ward Advertising	Charlotte, N.C.	1,232	1,032	4	0	388	0	2,856	0	36	2,646	0	0	0	0	0
✓	Wunderman Worldwide	New York	0	0	0	0	0	0	0	0	0	0	0	0	0	259,897	0
	Wyse Advertising	Cleveland	7,332	17,982	0	0	8,568	6,175	8,236	0	651	0	0	0	0	5,625	0
✓	Yaffe & Co.	Southfield, Mich.	1,361	91	0	0	3,816	0	4,417	84	0	0	0	0	0	0	0
✓	Yellow Pages Marketing Services	Mequon, Wis.	0	0	0	0	0	0	0	0	0	0	0	0	0	37,546	0
✓	Young & Roehr	Portland, Ore.	108	2,153	0	8,477	108	0	0	0	2,153	0	0	0	0	0	0
	Young & Rubicam	New York	100,561	174,400	29,500	0	96,929	536,000	355,956	81,000	14,776	0	455	5,890	1,170	8,033	0
✓	Zechman & Associates	Chicago	332	1,658	995	0	2,653	0	9,452	323	167	839	0	0	0	165	0
	Zubi Advertising Services	Miami	871	436	0	0	1,307	0	1,394	0	188	0	0	0	87	44	30
✓	Zylke & Associates	Northbrook, Ill.	10	300	0	0	10	0	0	0	10	1,210	20	0	0	577	0

NOTES: Dollars are in thousands. Billings of subsidiaries listed on Page 4 are not included in parent company totals in this table. See Page 4 for more footnotes.

Top 100 in 44th agency report

AC&R/ DHB&Bess

RANK 35

New York

($ in millions)

Worldwide	1987	1986	% chg
Gross income	37.4	37.3	3.2
Billings	313.2	296.0	5.8

U.S.	1987	1986	% chg
Gross income	32.0	36.9	(3.2)
Billings	310.4	293.1	5.9

U.S. billings

($ in million)	1987	1986	% chg
Media	253.4	225.3	12.5
Materials & services	42.4	34.8	21.8
Capitalized fees	14.5	3.1	N/A

Workforce/facilities

	1987	1986	% chg
Employees in U.S.	471	490	(3.2)
Offices in U.S.	7	9	(22.2)

1987 billings by U.S. office

Office, city	Billings
AC&R/DHB&Bess, Los Angeles	47.1
AC&R/DHB&Bess, San Diego	3.1
AC&R/DHB&Bess, San Francisco	2.1
AC&R/DHB&Bess, Miami	0.9
AC&R/DHB&Bess, Ft. Lauderdale	4.1
AC&R/DHB&Bess, New York	255.9

Source: All data from agency reports, except billings by office, which are AA estimates.

Annual Review

The agency is the product of the merger in 1987 of three fairly specialized New York shops—AC&R with expertise in direct marketing and pr, Diener/Hauser/Bates which specializes in the entertainment industry, and Sawdon & Bess, which services retailers. The agencies are part of Saatchi & Saatchi PLC which in late 1986 bought out their parent, Ted Bates Worldwide. Gains include Zayre Stores with annualized billings of $16 million. Konica, the only major loss, represented annualized billings of $1 million. For comparative purposes, billings for 1986 are on a pro forma basis.

U.S. accounts

Gained: Zayre Department Stores.

Lost: Konica Cameras.

Officers

Stephen Rose, chmn exec comm & ceo (former chmn-ceo, AC&R); Jerome Bess, chmn (former chmn, S&B); Alvin Chereskin, vice chmn (former president, AC&R); Henry Weintraub, president (former president DHB); Martin Mitchell, Sheldon Marks, Kaz Kudo, Donald Patrick, exec vps-acct supers; Gene Cofsky, president—West Coast div; Louis Miano, exec vp-creative svcs; Harry Koenig, exec vp-cfo & treas; Mort Weinstein, exec vp-mktg svcs; Cheryl Lodinger, exec vp-media svcs.

Phone: (212) 696-3900

Admarketing

RANK 37

Los Angeles

($ in millions)

U.S.	1987	1986	% chg
Gross income	36.0	33.0	9.1
Billings	201.0	184.0	9.2

U.S. billings

($ in million)	1987	1986	% chg
Media	197.8	181.0	9.3
Materials & services	3.2	3.0	6.7
Capitalized fees	0.0	0.0	0.0

Workforce/facilities

	1987	1986	% chg
Employees in U.S.	135	133	1.5
Offices in U.S.	1	1	0.0

Source: All data from agency reports.

Annual Review

The $15 million in new business in 1987 is the basis for a 10% to 12% growth projection for 1988, up from 9.2% in 1987 when the agency drew $14 million more from existing clients—mainly Circuit City Stores, C&R Clothiers and Standard Shoes—but lost $12 million from client departures. The agency resigned Jenny Craig Weight Loss Centers and lost Air Cal when it was absorbed by American Airlines.

U.S. accounts

Gained: HomeClub; MGM Grand Air; Superior Brands; SelecTV; Level Care Products.

Lost: Jenny Craig Weight Loss Centers; Air Cal.

Officers

Jack Roth, president-ceo; Robert Recht, chmn; Robert Roth, treas; Martin Cagan, exec vp; George Abdell, Ed Moiselle, Arlynne Whittaker, Raymond Coen, sr vps; Ammon Mizrahi, John Bergquist, Robert Packham, John Bamberger, Patricia Gleason, Andrew Demus, Charles Katz, George McConnell, William Tollis, Larry Mandel, vps.

Phone: (213) 203-8400.

Ally & Gargano

RANK 36

New York

($ in millions)

U.S.	1987	1986	% chg
Gross income	37.2	36.7	1.5
Billings	316.7	296.1	7.0

U.S. billings

($ in million)	1987	1986	% chg
Media	286.0	264.3	8.2
Materials & services	18.3	17.9	2.1
Capitalized fees	12.5	13.9	(10.4)

Workforce/facilities

	1987	1986	% chg
Employees in U.S.	255	274	(6.9)
Offices in U.S.	2	2	0.0

Source: All data from agency reports.

Annual Review

Dropping the MCA from its agency name, Ally & Gargano, the wholly owned subsidiary of Marketing Corp. of America, Westport, Conn., produced a 1.4% increase in billings after a 10.3% decline in 1986. New clientele adding to this gain include Cadbury-Schweppes and its Motts products, Holland House brands and Rose's Lime Juice ($12 million), Showtime ($10 million) and Pfizer's Ben Gay products ($8 million). Major loss was Federal Express' $20 million account snatched by Fallon McElligott. Also lost were Ciba-Geigy ($5 million) and Stroh's ($4 million). A 10-15% growth is projected for 1988 mainly from new product introductions from existing clients.

The top 100 agencies account for 87.4% of worldwide gross income of the Advertising Age 500. Beginning on this page is an alphabetical listing of these agencies. They are numerically ranked in Section I beginning on Page 6. Their billings by media are carried in Section II beginning on Page 18.

U.S. accounts

Gained: Showtime, The Movie Channel; Cadbury-Schweppes, Motts Apple Juice, apple products, Rose's Lime Juice, Holland House, new products; Lipton, Wylers, new products; Fieldcrest Mills, Sanford-Bigelow carpets; Heinz, Weight Watchers Yogurt, dairy products; Pfizer, Ben Gay; Tambrands, LeBain; Loriliard, Harley Davidson cigarettes; Andrew Jergens, Vitamin E & Lanolin Soap.

Lost: Federal Express; Ciba-Geigy, Acutrim; Stroh Brewery, White Mountain Cooler, Schaefer Beer, new products.

Officers

Amil Gargano, chmn; William Bishop, president; Warren Dechter, exec vp-dir of client svcs; Michael Tesch, exec vp-dir of creative svcs.

Phone: (212) 688-5300.

Altschiller Reitzfeld

RANK 91

New York

($ in millions)

U.S.	1987	1986	% chg
Gross income	11.1	10.1	9.5
Billings	73.7	67.3	9.5

✓

U.S. billings

($ in million)	1987	1986	% chg
Media	54.5	49.7	9.7
Materials & services	6.1	5.6	8.9
Capitalized fees	13.1	12.0	9.2

Workforce/facilities

	1987	1986	% chg
Employees in U.S.	75	70	7.1
Offices in U.S.	1	1	0.0

Source: All data from agency reports.

Annual Review

New business gains of $5.1 million and a $2.4 million boost in existing accounts offset $1.1 million in lost business to push Altschiller billings up 6.4% in 1987, and to prepare the agency for anticipated growth of 15% in 1988 when the full impact of new gains will be felt. Major accounts gained with annualized billings were Liz Claiborne ($4 million), Bowery Savings Bank ($4.5 million), Perrier Group ($2.2 million) and Verbatim ($3 million).

U.S. accounts

Gained: Kodak Corp., Verbatim; *US* Magazine; Liz Claiborne; Bowery Savings Bank; Perrier Group, Poland Spring, Zephyr Hills.

Lost: L.A. Hilton; Jacques Jaunet.

Officers

David Altschiller, chmn, ceo; Robert Reitzfeld, vice chmn, creative dir; J. Steve Davis, president; William J. Lahr Jr., sr vp-cfo; James Hutchinson, sr vp-dir acct mgmt; Mitchell Siegel, sr vp-dir strategic planning; Wendy Littlefield, vp-dir mktg; Michelle Belier, vp-media dir.

Phone: (212) 586-1400.

Ammirati & Puris

RANK 47

New York

($ in millions)

U.S.	1987	1986	% chg
Gross income	25.5	22.5	13.3
Billings	170.0	150.0	13.3

U.S. billings

($ in million)	1987	1986	% chg
Media	170.0	150.0	13.3
Materials & services	0.0	0.0	0.0
Capitalized fees	0.0	0.0	0.0

Workforce/facilities

	1987	1986	% chg
Employees in U.S.	245	230	6.5
Offices in U.S.	7	5	40.0

1987 billings by U.S. office

Office, city	Billings
Ammirati & Puris, San Ramone, Calif.	N/A
Ammirati & Puris , Chicago	N/A
Ammirati & Puris, Dallas	N/A
Ammirati & Puris, Atlanta	N/A
Ammirati & Puris, Los Angeles	N/A
Ammirati & Puris, Washington	N/A
Ammirati & Puris, New York	170.0

Source: All data from agency reports.

Annual Review

The revolving door turned at A&P in 1987 as the account for Reebok came in and then exited (it was resigned), echoing a similar pattern experienced in 1986 when two major clients worth $15 million in annualized billings between them came and went. Billings were up 13.3% and two new service offices were opened in San Ramone, Calif., and Washington, D.C. New accounts amounted to an annualized $42 million. The agency expects a 15% increase in 1988 from a mix of new business and increased internal billings.

U.S. accounts

Gained: Brown Forman; Chiquita Brands; Chemical Bank; Club Med; Reebok.

Lost: Reebok.

Officers

Ralph Ammirati, ceo-creative dir; Martin Puris, ceo-copy chief; Ed Vick, pres-ceo; Alan Causey, sr vp, dir-rsch; Steven Farella, sr vp, media dir; John Hayes, Mary Herrmann, Duncan Pollock, sr vps, group dirs; Alyson B. Henning, sr vp, mng dir-promo & design group; Clem McCarthy, Bill McCullam, Mark Moffett, Ted Shaine, Helayne Spivak, Rodney Underwood, Jerry Whitley, sr vps, assoc creative dirs; Philip Palazzo, sr vp, cfo; Peter Rauch, sr vp, creative dir-promo & design group; Ozzie Spenningsby, sr vp-broadcast production; Vivian Young, sr vp, dir-strategic svcs.

Phone: (212) 206-0500.

Avrett, Free & Ginsberg

RANK 96

New York

($ in millions)

U.S.	1987	1986	% chg
Gross income	10.8	10.3	4.4
Billings	90.2	86.0	4.9

U.S. billings

($ in million)	1987	1986	% chg
Media	59.2	61.1	(3.1)
Materials & services	13.0	9.5	37.7
Capitalized fees	18.0	15.5	16.6

Workforce/facilities

	1987	1986	% chg
Employees in U.S.	59	64	9.3
Offices in U.S.	1	1	0.0

Source: All data from agency reports.

Annual Review

Binney & Smith ($1.4 million), Upjohn ($1.1 million) and Vintner's Intl ($3.9 million) produced $7.3 million in new business for the agency, but the gain was largely canceled by the departure of Contact Lens Institute account ($6.6 million) and Eveready. Growth from existing business, particularly $3.2 million more from Ralston Purina, helped boost overall growth 4.8%. A stronger 7% growth is expected in 1988.

U.S. accounts

Gained: Vintners Intl; Upjohn; CIBA; Binney & Smith; American Mktg Group.

Lost: Contact Lens Institute; Eveready.

Officers

John G. Avrett, chmn; Marcella Free, co-chmn; Frank Ginsberg, president & creative dir; Donald Bandman, Lawrence Riegel, exec vp, mgmt super; Jose Abarquez, sr vp-fin; Stuart Cowan, Barbara Hill, sr vps, mgmt supers; Manny DeMagistris, Alan Honig, John LaRock, Judy Weiss, sr

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Profiles with a check (✓) indicate an independent CPA or accounting firm has reviewed the gross income reported and signed a statement of verification supplied or approved by Advertising Age. *See story on Page 4.*

Readers' guide to agency profiles

Champion Advertising

RANK 23

St. Louis

($ in millions)

U.S.	1987	1986	% chg
Gross income	63.9	57.1	11.9
Billings	425.8	380.2	12.0

U.S. billings

($ in million)	1987	1986	% chg
Media	350.0	313.0	11.8
Materials & services	25.8	22.0	17.3
Capitalized fees	50.0	45.2	10.6

Workforce/facilities

	1987	1986	% chg
Employees in U.S.	705	726	(2.9)
Offices in U.S.	2	2	0.0

1987 billings by U.S. office

Office, city	Billings
Champion, St. Louis	277.9
Champion, E. Alton, Ill	147.9

Source: All data from agency reports, except billings by office, which are AA estimates.

Annual Review

Continued expansion among clients in the sporting goods and free-weights area propelled Champion into the Ad Age 100 for the first time. Strong returns were based on $37.6 million in new business, $10 million more from existing clients, and only $2 million in resigned accounts.

U.S. accounts

Gained: Acme Weights Co.; JJ's St. Louis Workout Factory; Sporting Goods World of Alton; Molly Hunter's Healthy Haven.

Lost: Gary's Greasy Burgers

Officers

Brock Lou, president; Davis Miles, vp; Karen Cardinal, exec vp.

Phone: (314) 555-0000.

Champion Advertising Co., headquartered in St. Louis, answered a questionnaire sent to the agency by Ad Age in late December. If the editors had not heard from Champion by the questionnaire filing deadline in late January, they sent a second mailing to the agency. If there was still no response and Champion Advertising had gross income of $5 million or more, the agency was telephoned for a response.

The ✓ in the boxtop means the agency received the signature of an independent accountant verifying gross income figures supplied to Ad Age. See Page 4 for more information.

U.S. billings breakdown defines how an agency spends the clients' monies. The breakdown is provided in dollars ($000,000).

Most office billings breakouts were supplied by agencies. Where they did not respond, agencies were asked to confirm Ad Age estimates based on published reports on individual markets and other criteria. For the most part, those who did not provide the necessary information responded to the estimates.

Financial data are collected for gross income and billings and are in millions of dollars.

- Gross income: Agencies are ranked by gross income, which gives a better indication of an agency's size than billings. Gross income generally is the sum of three sources: The 15% an agency makes from buying media: a 17.65% markup for materials and services billed the client, and the fee charged the client—a form of remuneration popular with clients whose media market is low-cost in comparison with more costly media like tv or consumer magazines.
- Billings: Billings is short for "capitalized billings" and represents the sum of three types of agency activity: Total commissionable billings for ad space and time; gross billings to clients for materials like artwork, research and so on for services when supplied or performed by organizations other than the agency, and capitalized fees. Fees are capitalized by multiplying fees by 6.67. This makes an equivalent of fee income and commissions from media billings. For example, if commissions from media are 15%, then commissions multiplied by 6.67 would be the total media placed (6.67 is the quotient of 100 divided by 15).

Ad Age based annual reviews on returned questionnaires and interviews with agency executives.

vps, assoc creative dirs; Lynne Kluger, sr vp, exec tv producer; Edward Weiner, sr vp, media dir; Betsy Rosenblum, vp, sr tv producer; Gary Cunningham, print production mgr; Eleanor Holtzman, rsch dir.

Phone: (212) 832-3800.

RANK **16**

N W Ayer

New York

($ in millions)

Worldwide	**1987**	**1986**	**% chg**
Gross income	166.1	159.0	4.5
Billings	1,217.8	1,143.2	6.5
U.S.	**1987**	**1986**	**% chg**
Gross income	116.2	125.6	(7.5)
Billings	878.0	913.9	(3.9)

U.S. billings

($ in million)	1987	1986	% chg
Media	764.4	579.1	32.0
Materials & services	113.7	92.9	22.3
Capitalized fees	0.0	0.0	0.0

Workforce/facilities

	1987	1986	% chg
Employees w'wide	2,864	2,558	12.0
Employees in U.S.	1,464	1,184	23.6
Offices worldwide	35	32	9.4
Offices in U.S.	8	4	100.0

1987 billings by U.S. office

Office, city	Billings
Ayer Pacific, Los Angeles	52.5
Direct Marketing Agency, Stamford	18.7
N W Ayer, New York	677.9
N W Ayer, Detroit	32.2
N W Ayer, Chicago	48.2
N W Ayer, Houston	41.7

Source: All data from agency reports. 1986 figures are on a historical basis. U.S. billings breakdown and workforce/facilities do not include C&W for 1986.

Annual Review

A 48.2% increase in foreign billings helped propell the agency to a 6.5% gain in worldwide billings. On the U.S. side however, billings dropped 3.9% influenced partially by the loss of the $85 million U.S. Army account, and by flat returns from C&W Group, bought from Mickelberry Corp. C&W returns were folded into 1986 figures for comparitive purposes. In New York, the two big shops of Ayer and C&W were merged. Ayer Pacific, serving Los Angeles, San Francisco and Irvine, Calif., inherited C&W shop, Reiser Williams deYong. The one-year-old Houston Ayer shop became full-service. Its big account is Houston-based Continental Airlines. Forecast for 1988 is for a 20% increase in billings mainly because of the recently acquired $200 million Burger King account.

U.S. accounts

Gained: Burger King USA; Dunlop Slazenger Sporting Goods; Outboard Marine; Gillette, Right Guard deodorant; Toni home permanents; Silkience hair prods; Procter & Gamble, Citrus Hill Plus Calcium & Citrus Hill Life, fruit juices; DAP Inc.; Leaf Inc.; Chuckles candy; Pine Brothers cough drops; University of Chicago Hospitals.

Lost: U.S. Army; Club Med; DuPont Industrial; Bahamas Tourism; American Home Products; Rice Council; Buddig Co.; Lehn & Fink, div of Sterling Drug; Faultless Starch, Bon AMi.

Foreign accounts

Gained: Ricoh Copiers-Germany, France, Italy, U.K.; Continental Airlines-France, Australia; Boots-Europe: Wilkinson Sword-Spain; Hoover-New Zealand.

Lost: Bahamas-U.K., Germany.

Officers

Louis T. Hagopian, chmn & ceo; Jerry J. Siano, vice chmn, chmn & ceo-Ayer USA; Thomas F. Maxey, exec vp, president-Ayer, Intl; Jerry N. Jordan, exec vp, mng dir-fin, admin; Patrick J. Cunningham, exec vp, chief creative officer-Ayer USA; David H. Means, exec vp, mng dir-natl oper, Ayer USA; Warren E. Albright, Dominick F. Rossi, exec vps, mng dirs-acct svcs, Ayer USA; Theodore F. Regan Jr., exec vp, mng dir-creative services, Ayer USA; Robert P. Zabel, exec vp, chmn-midwest div; George H. Eversman, Horace M. Malfa, exec vps.

Phone: (212) 708-5000.

RANK **3**

Backer Spielvogel Bates Worldwide

New York

($ in millions)

Worldwide	**1987**	**1986**	**% chg**
Gross income	600.7	517.2	16.1
Billings	4,068.7	3,458.3	17.7
U.S.	**1987**	**1986**	**% chg**
Gross income	261.8	272.0	(3.8)
Billings	1,808.0	1,814.3	(4.3)

U.S. billings

($ in million)	1987	1986	% chg
Media	1,069.0	1,117.0	(4.3)
Materials & services	0.0	0.0	0.0
Capitalized fees	0.0	0.0	0.0

Workforce/facilities

	1987	1986	% chg
Employees w'wide	6,580	5,148	27.8
Employees in U.S.	1,282	1,598	(19.8)
Offices worldwide	109	117	(6.8)
Offices in U.S.	7	24	(70.8)

1987 billings by U.S. office

Office, city	Billings
BSBW, New York	983.7
BSBW, Los Angeles	N/A
BSBW, Columbus, Ohio	N/A
BSBW, Huntington Beach, Calif	N/A
Kobs & Brady, San Francisco	3.2
Kobs & Brady, Chicago	42.1
Kobs & Brady, New York	40.1
AC&R/DHB&Bess, New York	313.2
Campbell-Mithun, Minneapolis	425.8

Source: All data from agency reports. Figures for 1986 are historical. AC&R/DHB&Bess and Campbell-Mithun are consolidated totals.

Annual Review

The agency was formed from the merger of Backer & Spielvogel with Ted Bates Worldwide both purchased by Saatchi & Saatchi PLC. It produced worldwide billings growth of 17.6%—solely from the non-U.S. activities of the Bates network overseas when comparing 1987 to a historic reading for 1986. Non-U.S. billings grew 37.5% compared with a decline of 0.4% in the U.S. Few accounts were lost because of conflicts arising from the merger. They included Panasonic ($20 million annualized) and Helene Curtis ($15 million). Major growth in Australia along with added new business in Germany, Scandinavia and Denmark contributed as well as the $331 million in billings picked up from the merger of Dorland U.K. into non-U.S. operations. In March 1988, the London Dorland office combined with BSB there forming BSB/Dorland. Returns for subsidiaries Kobs & Brady, a direct marketing agency, AC&R/DHB&Bess and Campbell-Mithun are included in BSB totals. Not included are those of William Esty Co., once part of Ted Bates Worldwide. Esty is an independent agency in the Saatchi network.

U.S. accounts

Gained: North American Philips, new prods; Central Region Hyundai Dealers Assn.; Wendy's Intl.; CBS Broadcast Group; Northrop Corp.; British Airways; Mars, new prods; Castle & Cook, Dole; U.S. Mint; Prudential Real Estate Affiliates.

Lost: AFA Service Corp, Arby's; Helene Curtis, Suave; Paddington, J&B; Campbells, V-8; Panasonic; U.S. Navy; American Cyanamid; Continental Baking; Dr. Scholls; Maybelline; Xerox-electronic typewriters; DHL Worldwide Courier.

Foreign accounts

Gained: Mandarin Hotels, southeast Asia; Eveready, Central and Latin America; IBM, Finland; Mercedes-Benz, Spain, Austria; Hyundai, Belgium; Foster's Lager, Hong Kong; Pepsi-Cola, Finland; Uniroyal, Scandinavia; Martell cognac, France; Visa, Austria; Avis, Holland; Dr. Scholl's, Holland; Dixon, U.K.; Carlsberg beer, Denmark.

Lost: Wella, Austria; Abbott Labs, Hong Kong; Saba, Norway; Beiersdorf, France.

Officers

BSB WW, New York: Carl Spielvogel, chmn & ceo; Donald M. Zuckert, president & coo; William M. Backer, vice chmn, exec creative dir; John N. Citron, exec vp-fin & admin; Elhanan C. Stone, exec vp, secty-genl counsel. BSB, New York: G. Robert Holmen, chmn & ceo; Robert H. Lenz, president; Stephen M. Leff, vice chmn, dir-media & admin svcs; Robert R. Meury, vice chmn, dir-creative svcs; Melvin Epstein, exec vp-fin & admin. BSB, Huntington Beach, Calif.: Michael Roche, exec vp, genl mgr. BSB, Columbus, Ohio: Raymond S. Caruso, exec vp, genl mgr. Ted Bates Intl.: Larry Light, chmn & ceo.

Phone: (212) 556-4777.

RANK **4**

BBDO Worldwide

New York

($ in millions)

Worldwide	**1987**	**1986**	**% chg**
Gross income	537.0	445.1	20.7
Billings	3,654.5	3,250.0	12.4
U.S.	**1987**	**1986**	**% chg**
Gross income	311.4	307.0	1.4
Billings	2,244.7	2,107.5	6.5

✓

U.S. billings

($ in million)	1987	1986	% chg
Media	1,477.8	1,394.5	6.0
Materials & services	242.2	235.3	3.0
Capitalized fees	524.7	477.8	9.8

Workforce/facilities

	1987	1986	% chg
Employees w'wide	5,510	5,360	2.8
Employees in U.S.	3,780	3,873	(2.4)
Offices worldwide	177	190	(6.8)
Offices in U.S.	57	54	5.6

1987 billings by U.S. office

Office, city	Billings
Baxter Gurian & Mazzei, Beverly Hills	16.0
BBDO Chicago, Cincinnati	2.8
BBDO Chicago, Chicago	132.0
BBDO Chicago, St. Louis	1.7
BBDO Chicago, Kansas City	2.5
BBDO Chicago, Avalon, Calif	0.1
BBDO Detroit, Detroit	155.1
BBDO Inc., New York	493.2
BBDO Minneapolis, Minneapolis	38.1
BBDO/West, Los Angeles	93.9
BBDO/West, San Francisco	17.0
BDA/BBDO, Charlotte	2.4
BDA/BBDO, Memphis	1.3
BDA/BBDO, Atlanta	109.9
Blair Advertising, Pittsburgh	N/A
Blair Advertising, Rochester, N.Y.	26.9
Caravetta Allen Kimbrough, Miami	10.9
Doremus Porter Novelli, New York	N/A
Doremus & Co., Boston	17.8
Doremus & Co., Chicago	17.8
Doremus & Co., New York	240.9
Doremus & Co., Los Angeles	6.7
Doremus & Co., San Francisco	7.7
Doremus & Co., Washington	6.4
Frank J. Corbett Inc. , Chicago	52.9
Franklin Spier Inc. , New York	24.9
GM DuBois Corp., Rochester	N/A
Hannaford Co., New York	N/A
Ingalls, Quinn & Johnson, Boston	135.0
Lavey/Wolff/Swift, New York	72.2
MARCOA DR Group, Newport Beach	N/A
MARCOA DR Group, Chicago	55.2
MARCOA DR Group, New York	36.0
MARCOA DR Group, Boston	23.0
RC Communications, New York	35.0
Richard Weiner Inc., New York	N/A
TELERx Marketing, Spring House	N/A
Tracy-Locke, Los Angeles	72.8
Tracy-Locke, Denver	29.9
Tracy-Locke, Dallas	199.6
T-L, Geographic Mktging., Philadelphia	15.5
Tracy-Locke Promotions, Dallas	1.0
Tracy-Locke, Atlanta	7.2
Waring & LaRosa, New York	50.0

Source: All data from agency reports. Some office billings are AA estimates.

Annual Review

The 12.4% worldwide billings increase was fueled mainly by a 23.3% hike in billings overseas, which came to 38% of total billings in 1987. U.S. billings improved 6.5%, a figure held down by a drop in billings in New York, Minneapolis and San Francisco offices. Staff reductions accompanied departing clients in each of those cities, with the New York office alone cut by 12.3%. On the flip side, BBDO/West increased billings by $21.6 million mostly from new accounts and boosted staff by 18.3%. Major accounts gained at BBDO include US Navy ($14 million), Oppenheimer ($4 million), Pizza Hut ($25 million), Slice ($40 million) and California Grape Board ($5 million). Major accounts lost include Jacqueline Cochran ($2.3 million), GE Consumer Electronics ($1.8 million) and National Distillers ($14.7). Major growth from existing clients include DuPont ($7.4 million), SmithKline ($6.1 million), Visa ($7 million), Lever Bros. ($5.3 million), Campbell Soup ($4.4 million), Armstrong ($3.9 million), Alamo Rent A Car ($3.9 million), Delta Airlines ($18 million), Fisher ($4 million), Sizzler ($3.6 million), and Coldwell Bankers ($2 million).

U.S. accounts

(See individual subsidiaries.)

Foreign accounts

Gained: Apple—Canada (micro computers), Portugal (Macintosh Plus); Gillette—Mexico (Silkience, Soft & Dry, new toiletry prods), Netherlands (shaving prods, Italy (Oral B dental care, all prods), Dusseldorf (toothbrushes); Frito-Lay—Canada (Doritos), Korea (confectionary); Nestle—Australia (coffee), Uruguay (El Chana coffee); Pepsi Cola Intl—Costa Rica (Pepsi), Duesseldorf (Pepsi regular), London (soft drinks), Portugal, Pepsi Food Intl (chips); Ralston Purina—Puerto Rico (Eveready batteries), Austria (Ucar batteries), Belgium (Ucar), Barcelona (Ucar); Wrigley—Netherlands (chewing gum), France (chewing gum); Reckitt & Coleman—Malaysia (household prods), New Zealand (consumer prods).

Lost: Richardson-Vicks—Mexico (Chocomilk, Chocolik, Licuado Instante, Larin Chocolates), Indonesia (candy, Vaporub, inhaler). Kodak Canada, Nestle, Chrysler Canada—Canada. McDonald's—Guatemala. Audi—Netherlands. BMW—Sweden. Gillette (Aapri)—Belgium. Campbell Soup—Hong Kong.

Officers

Philip B. Dusenbury, chmn, chief creative officer; Tom Clark, president-ceo; Anthony Lenge, sr vp-treas.

Phone: (212) 459-5000.

BBDO Chicago

BBDO Chicago reported gross income of $16,083,000 in 1987 on billings of $139,060,000. In 1986, it reported gross income of $14,788,000 on billings of $121,100,000.

The agency's 1987 U.S. volume consisted of $125,330,000 in media, $9,284,000 in materials and services and $4,446,000 in capitalized fees. Its 1986 U.S. volume consisted of $107,268,000 in media, $9,705,000 in materials and services and $4,127,000 in capitalized fees.

BBDO Chicago consists of five agencies—Chicago, Kansas City, Mo., Cincinnati, St. Louis, Avalon, Calif. Figures from these shops were consolidated into BBDO/Chicago.

In 1987, the agency gained: Alberto Culver: Molly McButter, Bold Hold; James B. Beam Distilling Co.: DeKuyper Cordials, Pussers Rum, Grand Marque Wines, Beam's Decanter; Kemper Group: Kemper Financial Services. It lost: Jacobs Suchard/Brach.

Billings breakdown by media: Newspapers 7.9%, magazines 11%, radio 7.6%, network tv 42.6%, spot tv 29.5%, cable tv 4.8%, outdoor 1.3%, business papers, 0.2%, free-standing inserts 0.1%.

Top execs: Eric Harkna, president, ceo; Roger Mohr, chmn; Michael Greenbaum, sr exec vp; Robert Bailey, exec vp, dir-mktg svcs; Phillip Gant, exec vp, exec creative dir; Dean Proctor, exec vp; Ernest Stern, exec vp, fin & admin; Robert Garrison, sr vp, exec media dir; Charles Kent, sr vp, creative dir; Laura Mackiewicz, sr vp, dir-creative oper; Robb McPherson, Robert Pingrey, sr vps, mgmt supers; David Quinnert, sr vp, controller. Employees: 171 in 5 offices.

Phone: (312) 337-7860.

BBDO New York

BBDO New York reported gross income of $72,877,000 in 1987 on billings of $493,200,000. In 1986, it reported gross income of $73,428,000 on billings of $494,287,000.

The agency's 1987 U.S. volume consisted of $323,000,000 in media, $53,900,000 in materials and services and $116,300,000 in capitalized fees. Its 1986 U.S. volume consisted of $368,106,000 in media, $70,053,000 in materials and services and $56,128,000 in capitalized fees.

In 1987, the agency gained: U.S. Navy; Pizza Hut; Oppenheimer; SLICE; Pepsi Intl. It lost: Jacqueline Cochran; GE Consumer Electronics; National Distillers.

Billings breakdown by media: Newspapers 4.9%, magazines 25.1%, supplements 0.8%, radio 2.7%, network tv 40.3%, spot tv 20.9%, cable tv 3.1%, outdoor 1.7% yellow pages 0.5%.

Top execs: Norman Campbell, chmn & ceo; Willi Schaik, president & coo; Philip B. Dusenberry, vice chmn, dir; Tom Clark, vice chmn.

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AGENT OF
San Francisco Chronicle
San Francisco Examiner

Sources: The Scarborough San Francisco Market Study, 1987; Mediamark Research, Inc., The 10 Mediamarket Summary, 1987.

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925 Mission Street
San Francisco, CA 94103.

AA/3/88/5

The agency did not report number of employees.
Phone: (212) 415-5000.

BDA/BBDO

BDA/BBDO, Atlanta, reported gross income of $15,255,658 on billings of $113,519,496 in 1987. In 1986, it reported gross income of $11,891,856 on billings of $84,682,167.

The agency's 1987 U.S. volume consisted of $99,250,695 in media, $9,265,961 in materials and services and $5,002,840 in capitalized fees. Its 1986 U.S. volume consisted of $73,758,626 in media, $6,662,158 in materials and services and $4,261,383 in capitalized fees.

In 1987, the agency gained: None. It lost: None.

Billings breakdown by media: Newspapers 35.1%, magazines 8.3%, supplements 0.2%, radio 17.2%, network tv 14.7% spot tv, 20.2%, outdoor 3.3%, yellow pages 1%.

Top execs: F. Glenn Verrill, chmn & ceo; Jack V. Walz, Gregg Dearth, exec vps; J. Martin Hollinger, James J. Garrison, sr vps. Employees: 133 in 3 offices.
Phone: (404) 231-1700.

BBDO/West

BBDO/West, Los Angeles, reported gross income of $13,073,000 in 1987 on billings of $93,916,000. In 1986, it reported gross income of $10,167,000 on billings of $67,995,000.

The agency's 1987 U.S. volume consisted of $83,172,000 in media, $7,169,000 in materials and services and $3,575,000 in capitalized fees. Its 1986 U.S. volume consisted of $56,224,000 in media, $4,814,000 in materials and services and $6,957,000 in capitalized fees.

The agency did not report accounts gained in 1987. It lost: Apple (BBDO N.Y. assumed 100% of the account).

Billings breakdown by media: Newspapers 2.7%, magazines 5.2%, supplements 0.6%, radio 4.8%, network tv 25.3%, spot tv 60%, outdoor 0.4%, business papers 1%.

The agency did not report top execs. Employees: 164 in 2 offices.
Phone: (213) 444-4760.

BBDO/West, San Francisco, reported gross income of $2,554,000 in 1987 on billings of $17,024,000. In 1986, it reported gross income of $3,226,000 on billings of $21,337,000.

The agency's 1987 U.S. volume consisted of $13,183,000 in media, $819,000 in materials and services and $3,022,000 in capitalized fees. Its 1986 U.S. volume consisted of $15,042,000 in media, $3,494,000 in materials and services and $2,801,000 in capitalized fees.

In 1987 the agency gained: California Table Grape Board; California Date Board. The agency did not report accounts lost.

Billings breakdown by media: Newspapers 4.9%, magazines 6.6%, radio 14.9%, network tv 7.3%, spot tv 58.5%, outdoor 6.9%, business papers 0.9%.

The agency did not report top execs.
Phone: (213) 444-4760.

Bloom Cos.

RANK 54

Dallas

($ in millions)

U.S.	1987	1986	% chg
Gross income	22.4	25.9	(13.5)
Billings ✓	181.5	177.5	2.3

U.S. billings

($ in million)	1987	1986	% chg
Media	122.6	139.8	(12.3)
Materials & services	12.4	0.0	0.0
Capitalized fees	46.5	37.7	23.3

Workforce/facilities

	1987	1986	% chg
Employees in U.S.	265	304	(12.8)
Offices in U.S.	2	2	0.0

1987 billings by U.S. office

Office, city	Billings
Bloom Agency, Dallas	117.0
Bloom Agency , New York	58.4

Source: All data from agency reports. Bloom restated 1986 figures to reflect calendar-year business.

Annual Review

The small 2.3% increase in billings was influenced largely by a loss of $55.6 million business including Zale Jewelry, Kraft, Del Taco and Maybelline, and the continuing impact of the loss of the Anheuser-Busch beverage division in late 1986. Bloom added $13.2 million from new clients, highlighted by Church's Fried Chicken ($12 million), Dallas Convention & Visitors Bureau ($1.5 million) and Airwick. The agency forecasts 10-15% growth based on these new clients and a perception that advertisers are increasingly being attracted to medium-sized agencies because their accounts are serviced by top management.

U.S. accounts

Gained: Church's Fried Chicken, Dallas Convention & Visitors Bureau; Contadina Tomato Paste (Carnation); Shine Free, media buying (Maybelline); Earth Grains Dinner Loaves (Anheuser-Busch Campbell Taggart Bakery Division); new products, Nestle; new products, Block; Lavender Sachet and Breeze (Airwick).
Lost: Zale Jewelry; Del Taco; Kraft, Seven Seas salad dressing, Chiffon margarine; Maybelline, Moisture Whip.
Officers: R.H. Bloom, chmn-ceo; C. Anthony Wainwright, president-coo; Marion T. Flores, exec vp-cfo; Paul MacMahon, chmn-coo, Dallas; Jeffrey I. Fine, chmn-coo, New York; Brian Cummings, president, Bloom Public Relations, Inc.
Phone: (214) 638-8100.

Bozell, Jacobs, Kenyon & Eckhardt

RANK 15

New York

($ in millions)

Worldwide	1987	1986	% chg
Gross income	185.2	170.4	8.7
Billings	1,325.0	1,215.0	9.1

U.S.	1987	1986	% chg
Gross income	158.9	151.9	4.6
Billings ✓	1,150.0	1,090.0	5.5

U.S. billings

($ in million)	1987	1986	% chg
Media	769.0	709.1	8.4
Materials & services	189.3	165.5	14.4
Capitalized fees	191.7	215.4	(11.0)

Workforce/facilities

	1987	1986	% chg
Employees w'wide	2,347	2,550	(8.0)
Employees in U.S.	1,847	2,068	(10.7)
Offices worldwide	58	64	(9.4)
Offices in U.S.	30	28	7.1

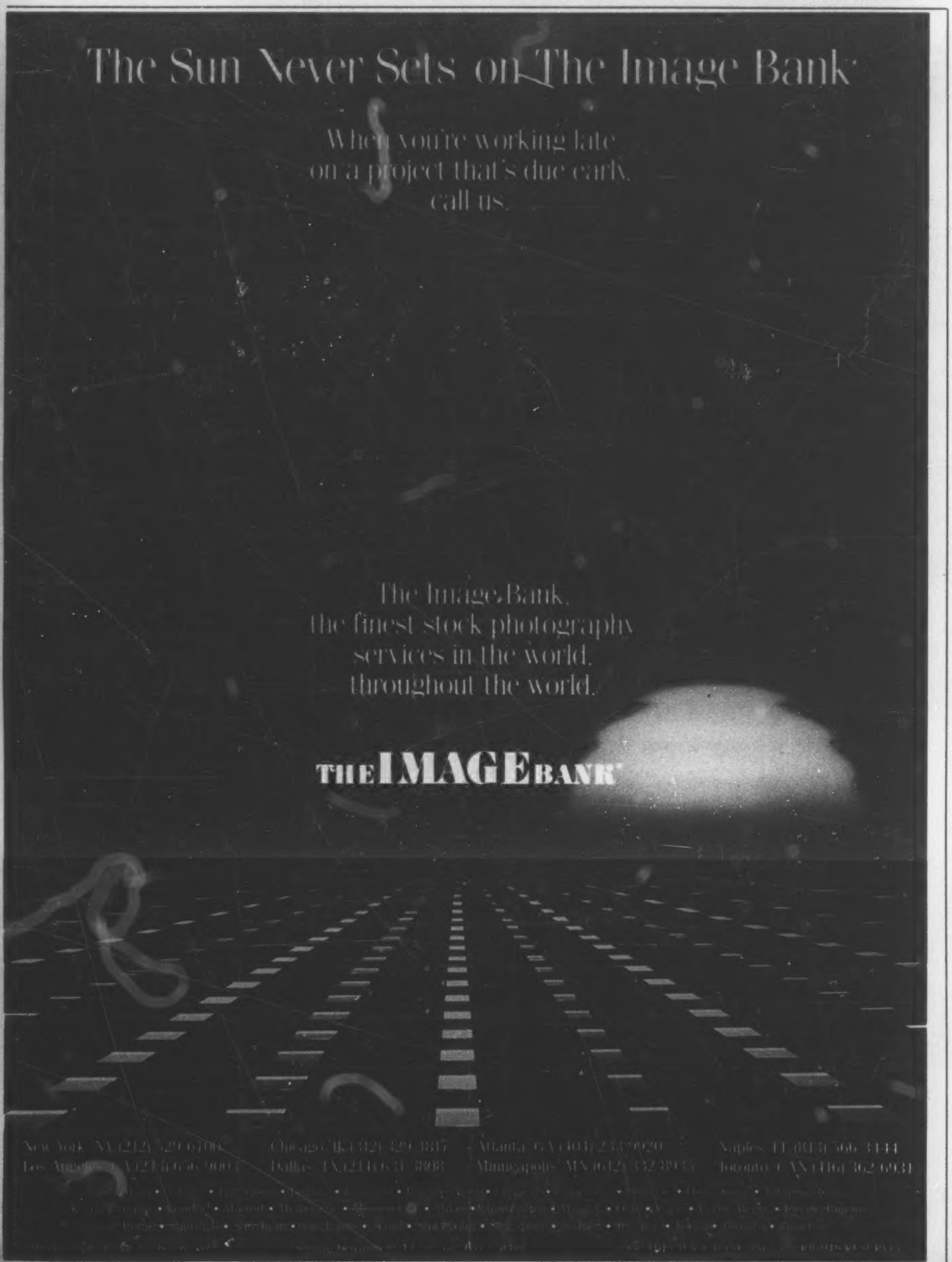
1987 billings by U.S. office

Office, city	Billings
BJK&E, New York	380.0
BJK&E, Detroit	185.0
BJK&E, Omaha	41.0
BJK&E, Chicago	91.0
BJK&E, Minneapolis	56.0
BJK&E, Tampa	4.0
BJK&E, Dallas	245.0
BJK&E, Los Angeles	110.0
BJK&E, Atlanta	38.0

Source: All data from agency reports. Figures for 1986 reflect transfer of New Jersey and Boston offices to Poppe Tyson.

Annual Review

BJK&E, which gained its independence from Lorimar Telepictures in 1987 in a management buyout, gained $105 million in new accounts, including Benckiser ($15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[illegible]

million), Florida State Lottery ($15 million), Quantum Chemicals, formerly National Distillers ($10 million), Firestone Rubber & Tire ($10 million) and the Elanco Animal Division of Eli Lilly ($10 million). Existing business added another $57.5 million in new billings, highlighted by American Airlines ($18 million), Merrill Lynch ($15 million), New York Telephone ($3 million), Bailey Banks & Biddle ($5 million) and Chrysler ($25 million). These accounts offset losses of $52.5 million from DeLaurentiis ($20 million), Ocean Spray Cranberries ($12 million) and McDonalds Assns. SE/SW ($10 million), leaving the agency with a 5.5% increase in U.S. billings. BJK&E closed its Boston office, sold the Houston unit to Fogerty & Klein and added a Tampa, Fla., office. Billings in 1986 were restated to reflect the transfer in 1987 of $35 million in billings and $5.2 million in gross income from its New Jersey and Boston shops to Poppe Tyson.

U.S. accounts

Gained: ABC News; Firestone Tire & Rubber; Elanco Animal Health Div. of Eli Lilly; Lawn Boy; Dial Corp, Tone Soap; Canadian Windsor; Benckiser; Florida State Lottery; Quantum Chemical.

Lost: McDonald's Assns, SE & SW; Ocean Spray Cranberries; First Texas Savings, Gibraltar; DeLaurentiis Ent. Group; B. Dalton Bookseller.

Foreign accounts

Gained: Nabisco, Canada; Dept. of Nat'l. Savings, U.K.; Jet Tours, France; Firestone, Mexico; Inchcope, Hong Kong; Chrysler, Europe; New World Group Hong Kong.

Lost: Revlon, Canada; Cote D'Or Candies, France; Schick, France; Volvo, Belgium.

Officers

Charles D. Peebler Jr., ceo; J. Liener Temerlin, chmn; Leo-Arthur Kelmenson, chmn-exec committee; Joseph Caggiano, bd vice chmn, cfo; David Bell, Wayne J. Fickinger, Stephen Frankfurt, vice chmn; Ron DeLuca, president; Cy Schneider, chmn-Pacific div; A.L. Buschhorn, president-CPS; Dennis D. McClain, president-SW; Linda Robinson, president-RLL; Murray L. Smith, president-int'l; Michael D. Drexler, exec vp; Kenneth E. Gard, exec vp, treasurer.

Phone: (212) 206-5000.

Earle Palmer Brown Cos.

RANK 40

Bethesda, Md.

($ in millions)

U.S.	1987	1986	% chg
Gross income	33.1	17.1	94.0
Billings	248.7	142.1	75.0
✓			

U.S. billings

($ in million)	1987	1986	% chg
Media	136.4	72.3	88.7
Materials & services	26.0	13.9	87.3
Capitalized fees	86.2	55.9	54.3

Workforce/facilities

	1987	1986	% chg
Employees in U.S.	501	N/A	0.0
Offices in U.S.	6	N/A	0.0

1987 billings by U.S. office

Office, city	Billings
Earle Palmer Brown, Atlanta	32.4
Earle Palmer Brown, Washington	125.4
Earle Palmer Brown, Chicago	4.2
Earle Palmer Brown, Richmond, Va.	N/A
Earle Palmer Brown & Spiro, Philadelphia	86.6
Earle Palmer Brown, Newark	N/A

Source: All data from agency reports. Year-to-year comparisons are constant.

Annual Review

Acquisitions of Burton-Campbell, Atlanta, and KKB, Atlanta, both integrated in the Atlanta office under the name Earle Palmer Brown Cos., Atlanta, and Spiro & Associates, Philadelphia, now called Earle Palmer Brown & Spiro, contributed highly to the increase in 1987 billings. Burton-Campbell brought $22.4 million in billings to EPB figures for 1987, Spiro & Associates $53 million and KKB $10 million. The agency added $13.5 million from new clients, growth from existing business totaled $11.5 million—a composite of increased budgets from Roy Rogers, Scudder Clark & Stevens, Freddie Mac and US Air—and lost business cost the agency $3.8 million. EPB is part of a joint venture that created the new Chicago agency, McConnaughy Barocci Brown.

U.S. accounts

Gained: Pacific Southwest Airlines; Reuben H. Donnelly Corp.; Madison National Bank; Telenet; *Washington Times*; New York City Transit Authority; Certainteed; Metrophone; Newsnet.

Lost: Big Boy National Franchisers Co-op; Sheraton Hotels; Traffic Safety Now.

Officers

Washington: Earle Palmer Brown, chmn; Jeb Brown, pres, coo; Bob Putman, exec vp, cfo; David Frutko, vp, internal consultant; Mark Goldstein, president; Louise Smoak, vp; Mike Turner, vice chmn, chmn-Atlanta; Gail Moore, vp, fin; Nancy Cramer Eller, vp, mis dir; Ann Eggers, vp-operations; Brenda Shierman, vp-human resources; George Woltz, president-Richmond; David Livesay, vp, acct super; Joe Berilgen, Clair Geser, sr vps, acct group dirs; Michael Meyer, exec vp; Monte Newman, exec vp, coo; Steve Ellis, president-Earle Palmer Brown Public Relations; Doug McClatchy, exec vp, exec creative dir. Philadelphia: Joe Carri, exec vp, exec creative dir; George Gunn, vice chmn; Gerry Oakes, exec vp-finance; Bruce Odza, sr exec vp, coo; Howard Rice, vice chmn; Walter A. Spiro, chmn & ceo; Norman Tissian, vice chmn, mgmt super. Newark: Bill Crandall, sr vp, genl mgr. Atlanta: Ron Scharbo, president; Gabe Massimi, vice chmn, creative dir

Phone: (301) 657-6000.

Leo Burnett Co.

RANK 10

Chicago

($ in millions)

Worldwide	1987	1986	% chg
Gross income	369.2	305.2	21.0
Billings	2,461.8	2,061.8	19.4

U.S.	1987	1986	% chg
Gross income	232.5	201.0	15.6
Billings	1,550.0	1,361.6	13.8
✓			

U.S. billings

($ in million)	1987	1986	% chg
Media	1,284.6	1,146.0	12.1
Materials & services	212.7	159.9	33.1
Capitalized fees	52.7	55.7	(5.4)

Workforce/facilities

	1987	1986	% chg
Employees w'wide	4,643	4,405	5.4
Employees in U.S.	1,877	1,768	6.2
Offices worldwide	45	43	4.7
Offices in U.S.	5	5	0.0

Source: All data from agency reports.

Annual Review

Continuing its traditional pattern, the agency incurred 95% of its billings growth from increased ad budgets of existing clients. In the U.S., 22 new assignments from eight of its clients were added. The one account gained was from Black & Decker and is worth an estimated $10 million. Three accounts left—Memteck Products ($3 million) and RCA ($15 million) were resigned, and M&M/Mars departed because of conflict with other Burnett client H.J. Heinz.

Internationally, 184 assignments in 38 countries from 11 clients were added, mostly from Kellogg and Procter & Gamble, including their Richardson-Vicks division. New business came from BASF and Abbott Laboratories.

The agency's internal direct marketing unit has done better than expected as it handled eleven clients in 1987. The new in-house hispanic marketing unit is expected to grow more slowly.

U.S. accounts

Gained: Black & Decker Power Tool Division.

Lost: Memtek Products Inc.; RCA; M&M/Mars.

Officers

Hall Adams, chmn, ceo-LB Co.; Richard Fizdale, president, chief creative officer-LB Co.; Jack Kraft, vice chmn-admin & fin; Jack Smith, vice chmn-dir creative svcs worldwide; William Lynch, chmn, ceo-LB USA; Ted Bell, president, dir creative svcs-LB USA; Rob Nolan, vice

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Phone: (312) 565-5959.

Harold Cabot & Co.

RANK
84

Boston

($ in millions)

U.S.	1987	1986	% chg
Gross income	12.1	10.0	20.3
Billings	80.6	68.0	18.6

U.S. billings

($ in million)	1987	1986	% chg
Media	50.5	47.5	6.3
Materials & services	11.1	7.4	49.9
Capitalized fees	19.0	13.1	45.4

Workforce/facilities

	1987	1986	% chg
Employees in U.S.	156	125	24.0
Offices in U.S.	1	1	0.0

Sources: All data from agency reports.

Annual Review

Execs at Cabot are "bullish" about 1988 following an 18.6% growth in billings in 1987, representing $8.9 million in new business and $3.8 million in new billings from existing clients. Projections are for billings to reach the $100-120 million range based on new business such as the recently won Canadian Paper Co. and several other pitches in which the agency has been shortlisted. No client losses affected 1987 figures, however, one setback, effective January, 1988, was the loss of the $4.1 million New England Apple account.

U.S. accounts

Gained: Harvard Community Health Plan; Northeast Savings Bank; Dbx Audio; Pearl Packing.
Lost: New England Apple Products; Rock-of-Ages.

Officers

William H. Monaghan, president-ceo; Courtney A. Crandall, chmn; Robert P. Linderman, III, exec vp-creative dir; Edmund C. Fitzmaurice, Dale G. Casto, Jr., sr vps; Charles F. Kiefer, III, treas.
Phone: (617) 242-6300.

Campbell-Mithun

RANK
23

Minneapolis

($ in millions)

U.S.	1987	1986	% chg
Gross income	63.9	57.1	11.9
Billings	425.8	380.2	12.0

Workforce/facilities

	1987	1986	% chg
Employees in U.S.	705	726	(2.9)
Offices in U.S.	2	2	0.0

1987 billings by U.S. office

Office, city	Billings
Campbell-Mithun, Minneapolis	277.9
Campbell-Mithun, Chicago	147.9

Sources: All data from agency reports, except billings by office, which are AA estimates.

Annual Review

Growth from current clients of $46 million at this Saatchi network agency was the major contributor to the 12% billings increase. New business at $8.4 million was supplanted by losses of $14.6 million. The agency plans to build up its creative work. It has suffered over the past three years from a 50% turnover in its creative department. C-M has cultivated a reputation as a strong marketing agency.

U.S. accounts

Gained: Dayton Hudson; National Pork Producers; 3M Co., furniture refinishing, new products soap filled, disposable paint brushes; Kroger, Welcome Stores; Control Data, Project ETA; General Mills, Project Plus, Project Grand Slam, Project Yeager, Project Orbit.
Lost: North American Plant Breeders; Poly-Tech Inc.; Computer Depot; Kohler Co.; Quaker Oats; Ashley's; A C Material Handling; Eaton Corp., automation products, electronic drives, industrial control, power distribution.

Officers

William D. Dunlap, chmn-ceo; Dean R. Koutksy, vice chmn; William H. Stein, president-coo; Joseph L. Berner, Madeline Betsch, H. David Francis, Marvin S. Goldsmith, Jordan H. Krimstein, Howard P. Liszt, Bruce T. Sutherland, Gene Zaske, exec vps; David Oium, cfo.
Phone: (612) 347-1000.

Carmichael Lynch

RANK
98

Minneapolis

($ in millions)

U.S.	1987	1986	% chg
Gross income	10.6	9.5	11.6
Billings	70.9	63.5	11.6

U.S. billings

($ in million)	1987	1986	% chg
Media	21.8	21.2	2.8
Materials & services	10.1	9.9	2.3
Capitalized fees	39.0	32.5	20.3

Workforce/facilities

	1987	1986	% chg
Employees in U.S.	165	165	0.0
Offices in U.S.	1	1	0.0

Sources: All data from agency reports.

Annual Review

After eight years averaging 20% annualized growth, business slipped to an 11.6% growth in 1987 and is expected to hit 10% in 1988 because of the "uncertain economic climate." Most of the increase in 1987 came from new business although all existing clients increased ad budgets. New business contributed about $8 million in annualized billings. Accounts lost were all resigned and totaled about $6.4 million in annualized billings.

U.S. accounts

Gained: Pioneer Hybrid Intl; Metropolitan Transit Commission; Mt. Sinai Hospital; AAA of Minnesota; EcoLab Inc.; E.F. Johnson; Minnesota State Fair; McLagan Intl.
Lost: WCCO-TV; WCCO Real Radio; Mercury Marine.

Officers

Lee Lynch, chmn, ceo; Lou Bacig, president; Jerry Stahl, exec vp-client svc officer; Jack Supple, sr vp-exec creative dir.
Phone: (612) 334-6000.

Chiat/Day

RANK
25

Venice, Calif.

($ in millions)

U.S.	1987	1986	% chg
Gross income	52.5	47.1	11.4
Billings	350.0	314.1	11.4

U.S. billings

($ in million)	1987	1986	% chg
Media	239.6	211.3	13.4
Materials & services	42.0	36.6	14.8
Capitalized fees	68.4	66.2	3.4

Workforce/facilities

	1987	1986	% chg
Employees in U.S.	413	333	24.0
Offices in U.S.	3	3	0.0

1987 billings by major office

Office, city	Billings
Chiat/Day Advertising, Los Angeles	140.0
Chiat/Day Advertising, New York	110.0
Chiat/Day Advertising, San Francisco	100.0

Sources: All data from agency reports.

Annual Review

Losing the $28 million Pizza Hut account and the $21 million Porsche business didn't hold down growth at this agency which gained Nissan ($150 million annualized), National Car Rental ($13 million), Reebok ($22 million) and Royal Caribbean Cruise Lines ($15 million). Growth from Pizza Hut ($6.7 million) before its departure, World of Wonder ($18.7 million) and NYNEX ($6.7 million) boosted totals, but spending bottomed out for California Cooler which pared $8 million from its budget. Management changes accommodated new growth. In New York, senior-VP Jane Newman was named exec VP-general manager. In San Francisco, chief operating officer Fred Goldberg was promoted to president-CEO and Matt Crisci went to senior VP-general manager. Bob Wolfe, the New York general manager was named president-CEO of the L.A. office.

U.S. accounts

Gained: Eveready; Fox Broadcasting; La Victoria; Nissan; Collagen; Coopervision; Plantronics; National Car Rental; Reebok; Royal Caribbean Cruises; Very Fine Juices.

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Lost: Amblin; Pizza Hut; Porsche; Oral B; Ask Corp.; Fox Broadcasting; Worlds of Wonder; Miles Laboratories.

Officers

Jay Chiat, chmn, ceo; Lee Clow, president, exec creative dir; Fred Goldberg, president ceo-SF; Bob Nolf, president, ceo-LA; Bob Kuperman, exec vp, creative dir-LA; Ross Van Dusen, exec vp, creative dir-SF; Bill Hamilton, exec vp, creative dir-NY; Jane Newman, exec vp, gen mgr-NY; Pete de Vaux, sr vp, cfo; Sharon Stanley, sr vp, admin; Greg Helm, sr vp, gen mgr-LA; Matt Criaci, sr vp, gen mgr-SF.

Phone: (213) 314-5000.

Ted Colangelo Associates

RANK **97**

Greenwich, Conn.

($ in millions)

U.S.	1987	1986	% chg
Gross income	10.7	8.0	32.8
Billings ✓	67.2	49.3	36.3

U.S. billings

($ in million)	1987	1986	% chg
Media	67.2	49.3	36.3
Materials & services	0.0	0.0	0.0
Capitalized fees	0.0	0.0	0.0

Workforce/facilities

	1987	1986	% chg
Employees in U.S.	69	73	(5.5)
Offices in U.S.	3	3	0.0

Source: All data from agency reports.

Annual Review

Bulk of the healthy 36.3% increase in billings at this sales-promotion subsidiary of D'Arcy Masius Benton & Bowles came from $22.2 million in new business, particularly American Tobacco Co. ($5.7 million annualized) and Hubbell Inc. ($6.1 million). Existing budgets were down $1 million in the aggregate and lost business totaled $3.8 million. The new client base should push up billings by 10% in 1988.

U.S. accounts

Gained: American Tobacco Co.; Hubbell Inc., wiring & marine divs; General Electric, plastics, aerospace, corp. mktg, engineering & mfg, foundation, international, corp. recruitment.

Lost: None were reported.

Officers

Ted Colangelo, chmn; Lou Boroff, president; Dave Quincy, exec vp; Ian Barribal, Jim Fannon, Mike Fine, Pat Mundy, Gerry Osmond, Gene Plotnik, Ed Sochor, sr vps.

Phone: (203) 531-3600.

Cole & Weber

RANK **93**

Seattle

($ in millions)

U.S.	1987	1986	% chg
Gross income	11.0	13.4	(17.9)
Billings ✓	87.1	90.5	(3.8)

U.S. billings

($ in million)	1987	1986	% chg
Media	40.7	44.3	(8.3)
Materials & services	10.3	10.6	(2.5)
Capitalized fees	36.1	35.6	1.5

Workforce/facilities

	1987	1986	% chg
Employees w'wide	147	252	(41.7)
Employees in U.S.	147	204	(27.9)
Offices worldwide	3	7	(57.1)
Offices in U.S.	3	5	(40.0)

1987 billings by U.S. office

Office, city	Billings
Cole & Weber, Seattle	64.0
Cole & Weber, Salt Lake City	10.8
Cole & Weber, Portland	12.2

Source: All data from agency reports, except billings by office, which are AA estimates.

Annual Review

The agency suffered a decline of 3.8% in billings worldwide mainly because of the loss of non-U.S. business from the sale of its Vancouver office to Scali, McCabe, Sloves. Adding to that was the loss of billings from the Los Angeles and San Francisco offices, both of which were sold. The agency further explains decreases as a result of problems affecting all Seattle shops because of a perceived weaker creative image, keen competition from California and Oregon shops and a threatening 7.5% state service ad tax. On the account side, the Apple Commission account ($6 million), held for 26 years, was lost, but C&W picked up three new accounts including Diet Center ($6 million). Clark Kokich resigned as executive VP-general manager of the Seattle office and Jim Capacino, who was hired away from Livingston & Co. as a key senior VP-creative director, resigned months later to freelance.

U.S. accounts

Gained: Diet Center; Emporium Capwell; Weinstock's.

Lost: Washington State Apple Commission.

Officers

Harold A. Newsom, chmn; Harold C. Dixon, dir; Richard G. Hadley, vice chmn; Rene J. Ferran sr vp, treas; William G. Viert, secty; Dale Robley, exec vp, mng dir-Portland; Dave Thomas, exec vp, mng dir-SLC.

Phone: (206) 447-9595.

Cramer-Krasselt Co.

RANK **83**

Milwaukee

($ in millions)

U.S.	1987	1986	% chg
Gross income	12.2	10.3	18.4
Billings ✓	84.6	70.4	20.2

U.S. billings

($ in million)	1987	1986	% chg
Media	64.9	52.3	24.0
Materials & services	9.4	8.2	14.1
Capitalized fees	10.4	9.9	5.0

Workforce/facilities

	1987	1986	% chg
Employees in U.S.	158	139	13.7
Offices in U.S.	3	3	0.0

1987 billings by U.S. office

Office, city	Billings
Cramer-Krasselt Co., Milwaukee	40.1
Cramer-Krasselt Co., Phoenix	10.1
Cramer-Krasselt Co., Chicago	34.4

Source: All data from agency reports.

Annual Review

Billings continued strong, up 20.2% in 1987, stimulated by $11.8 million in new business and $4.8 million from existing business. New major accounts are Signature Insurance ($3.5 million), Dean Foods ($2 million), Chase Bank of Arizona ($1.4 million), American National Bank ($1.5 million), Michael Reese HMO ($1.3 million) and Rydelle division of S.C. Johnson ($1 million). Losses of $2.4 million came largely from the departure of Blue Cross/Blue Shield of Wisconsin ($2 million). Projections for 1988 include breaking the $100 million billings mark.

U.S. accounts

Gained: Rydelle Labs; Wis-Pak; Signature Insurance; Dean Foods; American Nat'l. Bank; Michael Reese HMO; Chase Bank of Arizona; Long Distance for Less; Coventry Homes, Phoenix.

Lost: Blue Cross/Blue Shield of Wis.; American Appraisal; Armstrong Rose; Coventry Homes, Phoenix.

Officers

Paul S. Counsell; chmn & ceo; Peter G. Krivkovich, president & coo; Rolf G. Normann, exec vp, gen mgr-Phoenix; Philip May, exec vp, gen mgr-direct; William D. Faude, sr vp, secty; Robert J. Bradley, vp, treasurer; Paul M. Bentley, Harry L. Blomgren, Don Brashears, Neil P. Casey, Kenneth R. Lamm, Maureen Moore, Robert Rossiter, Bradley Tips, sr vps.

Phone: (414) 276-3500.

Creswell, Munsell, Fultz & Zirbel

RANK **87**

Cedar Rapids, Iowa

($ in millions)

U.S.	1987	1986	% chg
Gross income	11.4	10.8	5.4
Billings ✓	75.8	71.9	5.4

U.S. billings

($ in million)	1987	1986	% chg
Media	46.2	42.4	9.1
Materials & services	0.0	0.0	0.0
Capitalized fees	29.6	29.6	0.0

Workforce/facilities

	1987	1986	% chg
Employees in U.S.	173	174	(0.6)
Offices in U.S.	2	2	0.0

Source: All data from agency reports.

Annual Review

CMF&Z's 5.4% growth came partly from industrial and consumer accounts and partly from its pr division but only nominally from its area of specialization—agribusiness. Restructuring occurred in February, 1988, as three major divisions were formed. They are CMF&Z Cedar Rapids, CMF&Z Des Moines and CMF&Z Public Relations, each headed by newly named presidents. The new setup is designed to enhance service and to create and sustain client business and agency growth.

U.S. accounts

Gained: Cycle Sat Inc.; Grain Processing Corp.; Jacks Stores, Penn-Daniels Inc.

Lost: Teleconnect Co.; Bishops Buffet; DeLong Sportswear Inc.

Officers

E. William Munsell, chmn-CMF&Z, exec vp-Y&R, U.S. Natl Group; Richard D. Meyocks, vice chmn-CMF&Z; Frank C. Baker Jr., president-CMF&Z, Cedar Rapids; William J. Fultz, president-CMF&Z, Des Moines; Richard F. Mayes, president-CMF&Z pr; Marvin L. White, sr vp, chmn-strategy devel committee; James E. Meeks, sr vp, treas, dir-business affairs; Weston R. Ritchie, Ira W. Way, sr vps, acct supers; Gerald L. Anderson, sr vp, assoc creative dir; Robert N. Cline, sr vp, dir-business devel; William H. Fritz, sr vp, exec creative dir; Ransdall L. Thompson, sr vp, mgmt super; Terry J. Stoffer, sr vp, dir-client svcs; Stephen J. Custer, sr vp-mktg svcs; Carol J. Snetzler, sr vp, dir-print production.

Phone: (319) 395-6500.

Dailey & Associates

RANK **66**

Los Angeles

($ in millions)

U.S.	1987	1986	% chg
Gross income	16.9	21.1	(19.8)
Billings ✓	112.8	140.6	(19.8)

Workforce/facilities

	1987	1986	% chg
Employees in U.S.	189	181	4.4
Offices in U.S.	N/A	N/A	0.0

Source: All data from agency reports.

Annual Review

Dailey had hoped to reach $150 million in billings in 1987, but dropped 19.8% to $112.8 million mainly because of the loss, effective midyear, of Western Airlines ($25 million), which was merged with Delta. This year looks significantly better. New accounts gained included California State Lottery ($30 million) and Naugles Restaurants ($8 million) and budget increases from Beatrice, Carnation and Honda will take effect throughout the year helping to push up billings. The agency also had a small increase in staff despite the poor showing in anticipation of new business presently being pitched.

U.S. accounts

Gained: California State Lottery, Moctezuma Imports, Naugles Restaurants.

Lost: Western Airlines.

Officers

Phillip Joanou, chairman-ceo; Clifford J. Einstein, president-creative dir; Stephen W. Chabre, exec vp-coo.

Phone: (213) 386-7823.

D'Arcy Masius Benton & Bowles

RANK **9**

New York

($ in millions)

Worldwide	1987	1986	% chg
Gross income	371.3	333.7	11.3
Billings	2,494.3	2,237.6	11.5

U.S.	1987	1986	% chg
Gross income	196.8	189.6	3.8
Billings ✓	1,332.3	1,278.5	4.2

U.S. billings

($ in million)	1987	1986	% chg
Media	1,085.8	1,029.2	5.5
Materials & services	197.2	198.2	(0.5)
Capitalized fees	49.3	51.1	(3.6)

Workforce/facilities

	1987	1986	% chg
Employees w'wide	5,428	5,371	1.1
Employees in U.S.	2,219	2,314	(4.1)
Offices worldwide	19	19	0.0
Offices in U.S.	83	82	1.2

1987 billings by U.S. office

Office, city	Billings
DMB&B, Chicago	113.4
DMB&B, Los Angeles	29.3
DMB&B, St. Louis	177.7
DMB&B, New York	585.0
DMB&B, Bloomfield Hills, Mich.	283.9
DMB&B, San Francisco	13.9
Manning Selvage & Lee, New York	129.2
Medicus Consumer Communications, N.Y.	23.8
Medicus Intercon, New York	60.4
Ted Colangelo Associates, Greenwich	67.2
(Medicus) Science & Medicine, New York	18.6

Source: All data from agency reports.

Annual Review

A worldwide billings growth of 11.5% materialized from an increase of 4.2% on the domestic level and 21.2% overseas. In the U.S., a 9.1% growth in billings from the New York office and 21.2% growth in Detroit offset losses in Chicago, St. Louis and San Francisco. D'Arcy has become P&G's No. 1 agency, as a result of the $35 million newly acquired business overseas from Richardson-Vicks. A 12% increase in billings is forecasted for 1988, buttressed by expansion in overseas operations and new accounts. D'Arcy folds in returns from subsidiaries Medicus International and Manning Selvage & Lee into its totals.

U.S. accounts

Gained: General Motors; American Dairy Assn; Anheuser-Busch; Nat'l Automated Clearing House Assn; Island Pictures; Kings Road Entertainment; Makita; Sea World; Norelco; Hyundai Electronics; Chi Chi's; Waldbaums; *National Enquirer*; Bahamas Ministry of Tourism.

Lost: Budget Rent-A-Car; ShopKo; WBBM-TV, Chicago; National Dairy Board; MCI; Pitney Bowes; RAX; Televideo.

Foreign accounts

Gained: Procter & Gamble's Richardson-Vicks—Australia (Clearasil), Finland (Clearasil), Germany (cold remedies, skin), Italy (cold remedies, skin), Netherlands (Clearasil), Singapore (Clearasil), Sweden (acne prods); Bristol-Myers—Australia (Clairol); Mars—Australia (Uncle Ben's), Austria (Diet petfood), Denmark (Masterfoods), France (Sultan, Thomas), Italy (Skittles), Great Britain (Masterfoods' Tyne and Dolmio brands, and Pedigree Petfood's Pal Dog Biscuits, Bounce Dog food); Europcar—Belgium, France, Germany, Italy, Netherlands, Switzerland, Great Britain; Burger King—Denmark, Great Britain; Fiat—Denmark (Duna), Italy (Tipo), Spain (cars), Switzerland (cars); Procter & Gamble—

Billion-dollar agencies by billings growth

Rank	Agency	Worldwide billings 1987	Worldwide billings % chg	U.S. billings Rank	U.S. billings 1987	U.S. billings % chg	Foreign billings Rank	Foreign billings 1987	Foreign billings % chg	Foreign as % of worldwide 1987	Foreign as % of worldwide 1986
1	HDM	$1,383.6	29.3	(16)	$206.0	(33.3)	(1)	$1,177.6	54.7	85.1	71.1
2	Lintas:Worldwide	2,787.2	24.9	(7)	1,107.9	6.1	(4)	1,679.3	41.4	60.2	53.2
3	McCann-Erickson Worldwide	3,418.5	19.8	(2)	1,078.0	10.1	(10)	2,340.5	24.9	68.5	65.7
4	Grey Advertising	2,462.6	19.4	(4)	1,455.4	7.2	(3)	1,007.2	43.1	40.9	34.1
5	Leo Burnett Co.	2,461.8	19.4	(1)	1,550.0	13.8	(7)	911.8	30.2	37.0	34.0
6	Backer Spielvogel Bates Worldwide	4,068.7	17.6	(12)	1,808.0	(0.3)	(6)	2,260.7	37.5	55.6	47.5
7	Young & Rubicam	4,905.7	17.0	(3)	2,573.0	7.7	(8)	2,332.7	29.4	47.6	43.0
8	Ogilvy & Mather Worldwide	3,663.8	16.1	(9)	1,745.2	4.8	(9)	1,918.6	28.8	52.4	47.2
9	BBDO Worldwide	3,664.5	12.4	(6)	2,244.7	6.5	(12)	1,419.8	23.3	38.7	35.3
10	D'Arcy Masius Benton & Bowles	2,494.3	11.5	(10)	1,332.3	4.2	(13)	1,162.0	21.2	46.6	42.9
11	Bozell, Jacobs, Kenyon & Eckhardt	1,325.0	9.1	(8)	1,150.0	5.5	(5)	175.0	40.0	13.2	10.3
12	Saatchi & Saatchi Advertising	4,609.4	8.6	(5)	2,187.0	7.1	(16)	2,422.4	9.9	52.6	51.9
13	Foote, Cone & Belding	2,298.5	6.7	(11)	1,628.6	0.7	(11)	669.9	24.6	29.1	25.0
14	N W Ayer	1,217.6	6.5	(13)	878.0	(3.9)	(2)	339.7	48.2	27.9	20.1
15	J. Walter Thompson Co.	3,221.8	2.6	(15)	1,620.8	(6.4)	(15)	1,601.0	13.6	49.7	44.9
16	DDB Needham Worldwide	2,603.1	1.8	(14)	1,637.5	(5.2)	(14)	965.6	16.2	37.1	32.5

NOTES: Dollars are in millions. This ranking includes U.S. agencies with worldwide billings of $1 billion or more. Billings given in this table include subsidiary billings listed on Page 4. Previous years' billings, not shown, but used to compute percent change, are all historical.

France (Mansavon), Greece (Crest, Attends), Great Britain (Fairy Toilet Soap); Bayer-France (Delial), Greece (Delial); Tourism Authority of Thailand—Germany, Italy; Burger King—Norway, Singapore; Allied Lyons—Great Britain (Tetley Gold, Tetley One Cup); Budweiser-Great Britain; IBM—Mexico City.

Lost: Budget Rent-A-Car—Australia; Richardson-Vicks—Australia (Oil of Ulan, threat drops, Vidal Sassoon), Netherlands (throat pastilles); Braun, Max Factor—Canada; Bongrain—France (Perreault); Pond's cosmetics—Germany, Greece; CPC's Knorr—Germany; Buitoni—Italy (all products), Great Britain; Mercedes—Spain; Procter & Gamble—Britain; Superior Beer—Mexico.

Officers

John S. Bowen, chmn & ceo; Roy J. Bostock, president-USA div; Peter T.W. Redsell, president-intl div; George J. Simko, president-diversified cos div; Craig D. Brown, exec vp & cfo; Bernard Kanner, exec vp-intl div.

Phone: (212) 758-6200.

Davis, Johnson, Mogul, Colombatto

RANK 59

Los Angeles

($ in millions)

U.S.	1987	1986	% chg
Gross income	18.9	17.3	9.2
Billings	134.2	130.3	3.0
✓			

U.S. billings

($ in million)	1987	1986	% chg
Media	106.6	103.5	3.0
Materials & services	11.9	11.6	3.0
Capitalized fees	15.7	15.2	3.0

Workforce/facilities

	1987	1986	% chg
Employees in U.S.	228	240	(5.0)
Offices in U.S.	7	6	16.7

1987 billings by U.S. office

Office, city	Billings
DJM&C, San Francisco	25.2
DJM&C, Baltimore	2.3
DJM&B, Portland, Ore	8.0
DJM&C, Los Angeles	97.7
Ferrar/Ad America, Los Angeles	N/A
Gelman & Grey, Los Angeles	N/A
Gelman & Grey/Lowry, San Francisco	N/A

Sources: All data from agency reports.

Annual Review

The "Mac Tonight" commercial move from regional co-op to national by McDonald's Corp. brought recognition to the agency in 1987. That greater exposure and anticipated new business on the West Coast could push billings up 10% in 1988, says the agency. For 1987, the modest 3% increase in billings largely reflected the loss of the $9.5 million Toyota Dealers Assn. account which resulted in the closing of the Maryland office. Business was stronger on the West Coast where the Los Angeles office increased billings by 12.8% and hispanic subsidiary, Ferrar/Ad America, was opened. New business totaled $5.5 million in 1987 while $7.9 million was gained from existing accounts.

U.S. accounts

Gained: All American SportsClub; Krause's Sofa Factory; Miller's Outpost; Ralph's Giant; Tahiti Tourist Bureau.

Lost: Mid-Atlantic Toyota Dealers' Assn; Northern California Toyota Dealers' Assn.

Officers: Robert M. Davis, Robert J. Colombatto, co-chmn; Brad A. Ball, president; Ronald A. Kojis, Mark D. Davis, exec vps; Peter Coutroulis, exec vp-creative dir; John J. Turner, sr vp, dir of oper; Steven D. Orenstein, sr vp-finance.

Phone: (213) 688-7000.

DDB Needham Worldwide

RANK 12

New York

($ in millions)

Worldwide	1987	1986	% chg
Gross income	358.5	375.0	(4.4)
Billings	2,603.1	2,557.5	1.8

U.S.	1987	1986	% chg
Gross income	218.0	250.4	(12.9)
Billings	1,637.5	1,726.6	(5.2)
✓			

U.S. billings

($ in millions)	1987	1986	% chg
Media	1,071.9	1,168.0	(8.2)
Materials & services	172.6	219.6	(21.4)
Capitalized fees	393.0	339.0	15.9

Workforce/facilities

	1987	1986	% chg
Employees w'wide	4,322	4,444	(2.7)
Employees in U.S.	2,493	2,605	(4.3)
Offices worldwide	80	87	(8.0)
Offices in U.S.	40	41	(2.4)

1987 billings by U.S. office

Office, city	Billings
Bernard Hodes Advertising, N.Y.	187.2
Cargill Wilson & Acree/T-L, Atlanta	N/A
DDB Needham, Chicago	434.5
DDB Needham, Denver	7.6
DDB Needham, McLean, Va.	29.2
DDB Needham, San Francisco	29.8
DDB Needham, Rancho Cordova, Calif.	17.2
DDB Needham, New York	422.0
DDB Needham, Los Angeles	108.6
DDB Needham, Detroit	146.4
Fletcher/Mayo/Associates, St. Joseph, Mo	11.9
Fletcher/Mayo/Associates, Chicago	4.9
Fletcher/Mayo/Associates, Atlanta	0.9
Kallir, Philips, Ross, New York	123.9
Kresser Craig/D.I.K., Los Angeles	32.5
Milici Valenti Park & Gabriel, Honolulu	20.8
Rapp & Collins USA, Dallas	64.6
Rapp & Collins USA, New York	34.8
York Alpern, Los Angeles	N/A

Sources: All data from agency reports, except some billings by office, which are AA estimates. Cargill Wilson & Acree merged into Tracy-Locke on Jan. 1, 1988. Figures in box for 1986 are historical.

Annual Review

Worldwide billings climbed 1.8% in 1987, the agency's first full year of operation, heavily weighted toward overseas business. Non-U.S. billings rose 26.9% compared with a decline of 5.2% domestically. Strength overseas came from favorable conversion rates, a combination of major agency consolidations in Europe and Asia-Pacific, acquisition of additional interests in Italy and Australia and new business wins including Bayer, Cote D'Or, Euromarche and Reebok. Domestically, new business measured $55.5 million and increased budgets another $171.4 million, however, $260.8 million resulted in lost business, much of it related to conflicts arising out of the merger of Doyle Dane Bernbach Group and Needham Harper Worldwide. Three divisions were formed in 1987, each with its own president. Girvin, Conrad & Girvin was acquired and the DDB Needham Retail Network was established with this agency as its core. Healthy growth overseas should continue in 1988 due to new business.

U.S. accounts

Gained: DDB Needham California—Epilady; Liquor Barn; Telecake; Flecto Co. DDB Needham Chicago—Clorox Co., new prods; Dial Corp., new prods; Frito-Lay, new prods; General Mills, new prods; Maybelline USA; National Dairy Promotion & Research Board; Ralston-Purina, new prods; Rubbermaid Inc., new prods; Eveready Battery Co., new prods. DDB Needham Denver—KRXY. DDB Needham Washington—GTE Spacenet; Luray Caverns; Manor Healthcare Nurse Recruitment; Oliver Carr Co.; Silver Institute. DDB Needham New York—NEC Home Electronics USA; NEC Corp.; Ortho Pharmaceutical, birth control pills; House of Seagram Lord Calvert, new prods. Milici Valenti Park & Gabriel, Hawaii—GTE Mobilnet; Hawaii Prince Hotel.

Lost: California—Naugles; Sea World. Chicago—GMI, Minnetonka div. Denver—M.J. Brock; GTE Communication Systems. New York—Liz Claiborne; Intergold. Washington—WRQX; WJLA. Hawaii—NAPA Distribution Center; Pacific Resources.

Foreign accounts

Gained: Cote D'Or—France, Greece, Italy, Spain. Johnson Wax—Germany, Spain, U.K. Mobil—Greece, Italy, Netherlands, Spain, U.K. Bayer—Germany, Greece, Spain. American Airlines—Spain, Switzerland, U.K.

Lost: Singer; Citizen Watches; Alitalia—Australia. Twinings—Austria. Otto; Grundig Rasierer—Germeny. Texaco—Greece. Idet—Netherlands; HPN/Molinera; Mercamadrid—Spain. Luxor AB, SAAB—Sweden. Meyers Rum, Chivas—Switzerland. Seagrams; Rockitt & Coleman; Boots; Hasbro; Bass—U.K.

Officers

Corporate—Keith Reinhard, chmn & ceo; John Bernbach, president & coo; John Bradstock, president-intl; Gerald Germain, exec vp-cfo; Lloyd Highbloom, exec vp, dir business devel; Lou Tripodi, exec vp, corp dir-public affairs; Ruth Ziff, exec vp, exec dir-rsch & mktg svcs.

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booth newspapers

Ann Arbor News • Bay City Times • Flint Journal • Grand Rapids Press • Jackson Citizen Patriot • Kalamazoo Gazette • Muskegon Chronicle • Saginaw News

Source: Survey of Buying Power 7/86. Circulation 86-87.

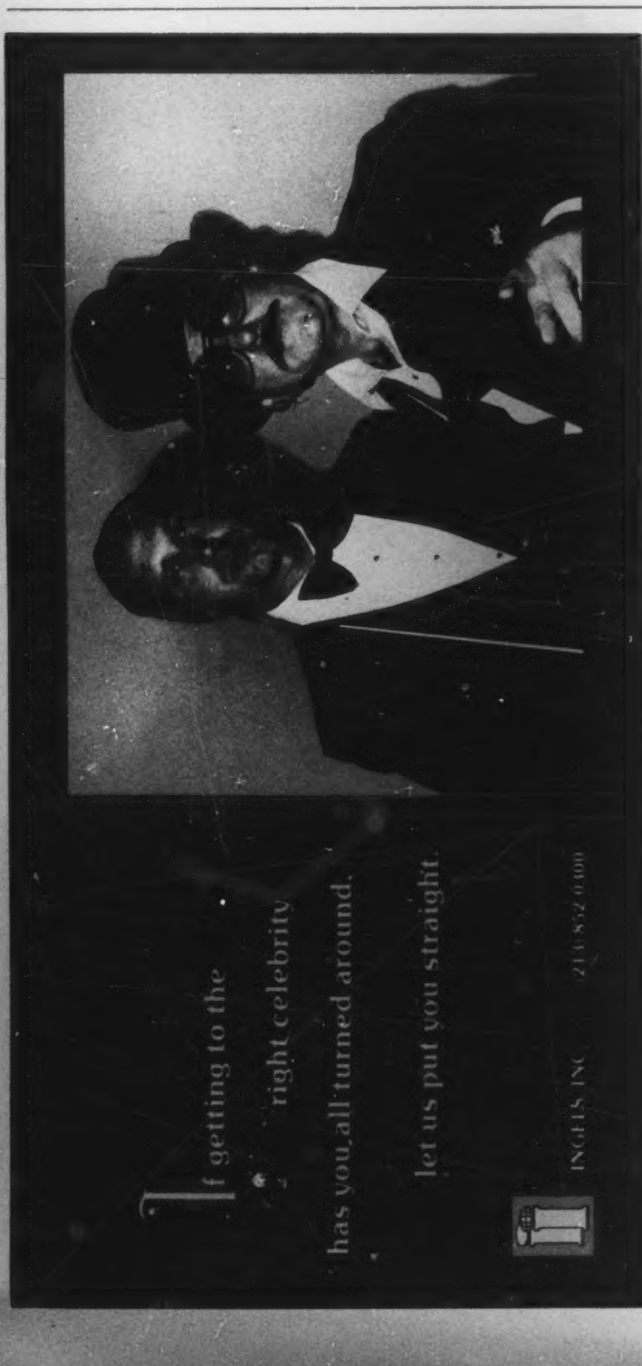
Top 10 U.S. agencies in newspaper billings

Rank	Agency	Newspaper billings 1987	Newspaper billings 1986	U.S. billings 1987	U.S. billings 1986
1	J. Walter Thompson Co.	171.3	178.7	1,554.3	1,665.5
2	Nationwide Advertising Service	133.6	86.7	157.2	102.0
3	Bernard Hodes Advertising Group	123.8	97.6	180.3	138.7
4	Bozell, Jacobs, Kenyon & Eckhardt	119.2	104.2	1,150.0	1,090.0
5	Grey Advertising	110.2	96.8	1,455.4	1,358.0
6	Young & Rubicam	100.6	82.0	2,031.1	1,871.2
7	Wells, Rich, Greene	99.5	73.2	765.0	665.2
8	Doremus & Co.	90.1	98.3	297.4	282.6
9	Saatchi & Saatchi Advertising	84.0	N/A	1,678.4	1,638.7
10	D'Arcy Masius Benton & Bowles	78.6	57.5	1,162.3	1,146.8

NOTES: Dollars are in millions. Billings of subsidiaries listed on Page 4 are not included in parent company totals in this table. Data is compiled from 442 agencies reporting billings by media.

New York—Peter Falcone, president; Lawrence Iannuzzelli, Rein Luik, David Sklaver, Peter Tate, exec vps-business unit heads; Robert Freeman, Roy Lancaster, sr vps-business unit heads; Robert Mackall, Jack Mariucci, exec vps-exec creative dirs; Page Thompson, exec vp-media dir. Chicago—Al Wolfe, president, US Div; Joel Hochberg, president; Susan Gillette, exec vp-dir of creative svcs; William D. Wells, exec vp-dir mktg svcs; John D. Hetherington, sr vp-bus mgr; Kathie McKirdy, sr vp-dir human resources/admin; James Crimmins, sr vp, rsch dir; Michael S. White, sr vp, dir media dept; David J. Zola, sr vp, dir fin svcs. Detroit—Brian Bowler, president; Peter J. Farago, sr vp-coo; Bonnie Folster, sr vp-creative dir; Timothy W. Hart, sr vp-mgmt super; Robert A. Mancini, sr vp-media dir; Christian von Glasow, sr vp-mgmt super. Washington—Joseph P. Landy, president; Dean Bastian, sr vp-creative dir; Christopher B. Shead, sr vp-dir client svcs; Richard L. Rogers, sr vp-acct grp dir. California—Western Region, Alan O. Pando, president; Martin Michael, vice chmn. Los Angeles—Dave Park, president; Pacy Markman, exec vp-creative dir; Jeri Moore, exec vp-client svcs, strategic planning; Vickie Gilbert, sr vp-dir of media; Murielle Schulze, sr vp-fin; Candy Deemer, Neil Naroff, Robert Saffell, sr vps-mgmt supers; Stan Jones, sr vp-assoc creative dir. San Francisco—Alan O. Pando, president; Brian Barnes, exec vp-creative dir; Rob Maywood, sr vp-mgmt super; Lorrie Perry, sr vp-media dir. Retail—Dick Girvin, president; Martin Michael, chmn; Al Neish, exec vp. Denver—Jack Giesen, president; Jack Thomas, sr vp-creative dir. Hawaii—Frank Valenti, president; Tom Gabriel, president-coo; Norm Blackburn, exec vp-mgmt super; Nancy Yamaguchi, sr vp-fin; Lou Ann Benenatti, sr vp-acct svcs; Gloria Garvey, Art Richardson, sr vps-acct svcs.

Phone: (212) 415-2000.



Della Femina, Travisano & Partners

RANK 39

New York

($ in millions)

U.S.	1987	1986	% chg
Gross income	34.3	30.3	13.1
Billings	283.6	212.9	33.2
✓			

U.S. billings

($ in millions)	1987	1986	% chg
Media	179.3	112.4	59.5
Materials & services	30.8	27.9	10.1
Capitalized fees	73.6	72.5	1.4

Workforce/facilities

	1987	1986	% chg
Employees in U.S.	359	267	34.5
Offices in U.S.	3	3	0.0

1987 billings by U.S. office

Office, city	Billings
DFT&P California, Los Angeles	90.2
DFT&P New York, New York	193.4
DFT&P Georgia Service Ofc, Atlanta	N/A

Source: All data from agency reports.

Annual Review

The New York office, with billings more than doubling and staff increasing by 65%, pushed up overall billings 33.2%. New business accounted for $31.5 million but existing clients—American Isuzu Motors, Chemical Bank, Carl's Jr., Beck's, Dow Chemical and Raytheon—spent $49.2 million more in 1987 than in the prior year. Losses came to $10 million. Based on the strong new business success in 1987, the agency expects a 21% growth in 1988.

U.S. accounts

Gained: A&W Squirt; Bausch & Lomb; Dr. Scholl's; Fairfax Publishing, *Ms.*, *Sassy*; Hasselblad; Laura Ashley; Sheraton East Coast; Sunshine Biscuits; Texas Commerce Bank; *Self Magazine*; Sheraton Western Region; Time/Design, Inc.; K-Swiss Sport Shoes.

Lost: Antonovich; Great Adventure; Ansell America; PSA.

Officers

Jerry Della Femina, chmn, ceo; Louise McNamee, president, coo; Peter Stranger, president, L.A.; Mike Robertson, exec vp-creative dir; Ed Tedeschi, exec vp-dir acct svcs; Simon Bax, sr vp-dir fin svcs; Bill Keeshan, sr vp-mgmt dir; Carl Kotheimer, exec vp-dir mktg & media svcs; Dennis Remsing, sr vp-mgmt dir; Jim Smith, exec vp.

Phone: (212) 421-7180.

Direct Marketing Group

RANK 46

New York

($ in millions)

U.S.	1987	1986	% chg
Gross income	25.6	23.7	8.0
Billings	149.8	138.7	8.0

U.S. billings

($ in millions)	1987	1986	% chg
Media	0.9	0.8	8.1
Materials & services	0.0	0.0	0.0
Capitalized fees	148.9	137.9	8.0

Workforce/facilities

	1987	1986	% chg
Employees w'wide	698	625	11.7
Employees in U.S.	688	618	11.3
Offices worldwide	7	7	0.0
Offices in U.S.	6	6	0.0

Source: All data from agency reports.

Annual Review

Billings growth leveled off at 8% after a 37% increase in 1986 which largely reflected the purchase of Response Communications. New business, highlighted by The Travelers, Wells Fargo Bank, American Express, First National Bank and U.S. Navy Resale Services, pushed up billings $8.6 million. Increases from Bell Atlantic, First Fidelity Bank and Prudential Insurance played a major role in producing an $8.5 million increase from existing clients. A negative $6 million was attributed to the loss of Sitmar Cruises and Bambergers accounts.

U.S. accounts

Gained: The Travelers; Wells Fargo Bank; 1st Nationwide Bank; U.S. Navy Resale Operations, merchandizing; American Express, travel services.

Lost: Sitmar Cruises; Bambergers.

Foreign accounts

Gained: National & Provincial Building Society, financial services; Chase Manhattan Bank; Pitney Bowes; Prime Health; Service 800.

Lost: None.

Officers: John A. De Pasquale, chmn; Donald J. White, exec vp; Meredith Altman, Theodore C. Krismann, Suti Prakash, Randee Rubin, sr vps; Paul R. Nelson, president, DMG-2; Robert Pinsky, president, Response Communications Inc.; John W. Booth, mng dir, Europe.

Phone: (212) 355-2530.

W.B. Doner & Co.

RANK 33

Southfield, Mich.

($ in millions)

Worldwide	1987	1986	% chg
Gross income	40.6	36.3	11.7
Billings	270.1	238.2	13.4

U.S.	1987	1986	% chg
Gross income	37.6	32.6	15.3
Billings	247.2	210.1	17.7

U.S. billings

($ in millions)	1987	1986	% chg
Media	171.9	157.9	8.9
Materials & services	47.1	39.3	19.9
Capitalized fees	28.3	13.0	117.8

Workforce/facilities

	1987	1986	% chg
Employees w'wide	520	523	(0.6)
Employees in U.S.	501	488	2.7
Offices worldwide	8	9	(11.1)
Offices in U.S.	6	7	(14.3)

1987 billings by U.S. office

Office, city	Billings
W.B. Doner & Co., Los Angeles	8.2
W.B. Doner & Co., Detroit	109.3
W.B. Doner & Co., St. Petersburg, Fla	22.8
W.B. Doner & Co., Baltimore	77.7
W.B. Doner & Co., Chicago	13.0
W.B. Doner & Co., Cleveland	16.2

Source: All data from agency reports.

Annual Review

The agency reported a 17.7% increase in U.S. billings, which includes the acquisition of Chicago agency, Lou Beres & Associates. The big Detroit office grew by 8.2%, while Baltimore came in at 17.5%. A decrease of 18.5% in non-U.S. billings resulted from the loss of Zeller stores account estimated at $10.7 million, but the agency opened an office in London to service the B.P. Oil International account estimated at $30 million. New accounts with estimated billings include Budget Rent-A-Car ($3.5 million), Red Roof Inn ($5 million), Western Auto Supply Co. ($3 million), Culbro Snack Foods ($3 million) and Baltimore-Washington D.C. Kentucky Fried Chicken Co-op ($1.5 million). Lost accounts included Little Caesar Enterprises ($7 million), Philips Home Products ($3.5 million), Coast Savings & Loans ($5 million) and Mainstreet ($2.5 million). A new hispanic advertising division was started and Isaac Lasky was named VP in charge of it.

U.S. accounts

Gained: American Greetings; B.P. Oil International Ltd.; IAMS Pet Food; Prudential Insurance Co. of America; Greater Michigan Ford Dealers; Arby's; Budget Rent-A-Car; Red Roof Inns; Southland Corp.; Western Auto Supply Co.; Culbro Snack Food, *Chicago* magazine; Baltimore-Washington D.C. Kentucky Fried Chicken Co-op.

Lost: Little Caesar Enterprises; Philips Home Products, Genie, Schick; United Fruit Co.; PACCAR Sales N. America; *Los Angeles Herald Examiner*; Coast Savings & Loan, Mainstreet stores.

Foreign Accounts

Lost: Zellers Stores.

Officers

W.B. Doner, chmn exec commitee; H.D. Fried, chmn; Michael Shapira, president, Detroit; William Hooper, president, Baltimore; James Dale, vice-chmn, corp creative dir.

Phone: (313) 354-9700.

Profiles with a check (✓) indicate an independent CPA or accounting firm has reviewed the gross income reported and signed a statement of verification supplied or approved by ADVERTISING AGE. *See story on Page 4.*

Doremus & Co.

RANK 28

New York

($ in millions)

Worldwide	1987	1986	% chg
Gross income	45.4	43.1	5.4
Billings	304.1	288.8	5.3

U.S.	1987	1986	% chg
Gross income	44.6	42.4	5.2
Billings	297.4	282.6	5.2
✓			

U.S. billings

($ in millions)	1987	1986	% chg
Media	131.6	142.0	(7.3)
Materials & services	0.0	0.0	0.0
Capitalized fees	165.8	140.6	17.9

Workforce/facilities

	1987	1986	% chg
Employees w'wide	634	540	17.4
Employees in U.S.	525	535	(1.9)
Offices worldwide	10	10	0.0
Offices in U.S.	9	9	0.0

1987 billings by U.S. office

Office, city	Billings
Doremus Porter Novelli, New York	N/A
Doremus & Co., Boston	17.8
Doremus & Co., Chicago	17.8
Doremus & Co., New York	240.9
Doremus & Co., Los Angeles	6.7
Doremus & Co., San Francisco	7.7
Doremus & Co., Washington	6.4

Source: All data from agency reports, except billings by office, which are AA estimates. Doremus restated 1986 figures to include Doremus Porter Novelli (public relations).

Annual Review

Domestic billings for 1987 were up 5.3%, or $14.8 million which included $8 million in new business, $10 million more from existing clients, and less—about $3.2 million—from lost business. Doremus & Co. sees 1988 as a good year for a business-to-business, financial and corporation-investor relations advertising—areas of its specialization. Doremus is in the Diversified Agency Services division at Omnicom Group. Its billings are included in those of BBDO Worldwide.

U.S. accounts

Gained: California Society of Plastic Surgeons; Houlihan Lawrence; ITW Hi-Cone; The Nutrasweet Co., Canada; Secure Horizons; Sherwood Group; Southern California Presbyterian Homes.

Lost: E.F. Hutton.

Foreign accounts

Gained: Banker's Trust Redemption; Chase Redemption.

Lost: None.

Officers:

Curtis R. Troeger, chmn-ceo; John H. Porter, vice chmn; W. Dean Genge, sr vp-ad & new business; Carl J. Anderson, sr vp-cfo; John E. Eckelberry, president-Doremus Financial Adv; John Garre, sr vp-creative dir; Charles E. Cay, Jeanne Lee McDonald, Andrew J. Quinn, Stanley Rygor, Philip C. Sievers, Raymond E. Zipko, sr vps-adv; John Howard, sr vp-mktg dir; Robert J. Mallin, sr vp-assoc creative dir.

Phone: (212) 964-0700.

Eisaman, Johns & Laws

RANK 71

Los Angeles

($ in millions)

U.S.	1987	1986	% chg
Gross income	14.9	13.4	11.8
Billings	102.2	89.3	14.5
✓			

U.S. billings

($ in millions)	1987	1986	% chg
Media	87.3	79.1	10.3
Materials & services	8.2	5.5	48.8
Capitalized fees	6.7	4.6	44.6

Workforce/facilities

	1987	1986	% chg
Employees in U.S.	168	158	6.3
Offices in U.S.	3	3	0.0

1987 billings by U.S. office

Office, city	Billings
Eisaman, Johns & Laws, Los Angeles	56.3
Eisaman, Johns & Laws, Houston	26.7
Eisaman, Johns & Laws, Chicago	19.1

Source: All data from agency reports.

Annual Review

Billings growth of 14.5% came largely from increased spending from existing accounts—mainly Neutrogena, Pennzoil and Price Pfister. New accounts added $2.2 million, with Hiram Walker the largest.

Only $900,000 was lost—from resigned account Fujitsu Ten, and from Olga Co., removed after its corporate buyout by Warnaco. Anticipated new brand assignments from Hiram Walker and growth from the new Giorgio Perfume account that was re-assigned from new owner Avon Products, bode well for 1988.

U.S. accounts

Gained: Hiram Walker; Giorgio Perfumes.

Lost: Olga Co.; Fujitsu Ten.

Officers

J.R. Eisaman, chmn; Robert F. Laws, corp president; Dennis R. Coe, Dean R. Laws, presidents-divisional; Richard J. Westman, president-SW div, Houston; Michele (Mike) de Maio, exec vp, genl mgr-Chicago; James F. Benson, exec vp, exec creative dir; Jack L. Leener, exec vp, mgmt super; Adrienne Hall, vice chmn.

Phone: (213) 469-1234.

RANK

William Esty Co. 38

New York

($ in millions)

U.S.	1987	1986	% chg
Gross income	38.0	75.0	(52.0)
Billings	315.0	510.0	(38.2)

U.S. billings

($ in millions)	1987	1986	% chg
Media	269.0	458.0	(41.3)
Materials & services	38.0	42.0	(9.5)
Capitalized fees	8.0	N/A	N/A

Workforce/facilities

	1987	1986	% chg
Employees in U.S.	N/A	N/A	N/A
Offices in U.S.	N/A	N/A	N/A

Source: All data from agency reports. Figures for 1986 are historical.

Agency Review

The agency, which became part of Saatchi & Saatchi PLC when its parent, Ted Bates Worldwide, was purchased in late 1986, used its Saatchi connections to gain the Jeep/Eagle account and a Detroit office in 1987 that kept billings from dropping by a precarious 55%. Later when AMC merged with Chrysler, Chrysler elected to retain Esty for the Jeep/Eagle div business. As it was, billings nosedived 38.2%. The agency, now under the leadership of Joseph O'Donnell, who was ousted from J. Walter Thompson Co. in January, 1987, when he proposed a management buyout of JWT, got the Detroit account from Saatchi & Saatchi Compton N.Y. when that agency merged with DFS Dorland Worldwide, a big Toyota agency (Lexus). Other big losses included Nissan ($140 million annualized), MasterCard ($40 million), which it resigned rather than compete in an agency review, and Chesebrough-Pond's ($50-$75 million), which Procter & Gamble which employs many of the Saatchi network agencies. Movement is expected to be upward in 1988 especially with the $100 million annualized billings from Jeep/Eagle and Brown & Williamson($35 million).

U.S. accounts

Gained: Brown & Williamson; Chrysler Motor Corp., Jeep/Eagle div and Jeep/Eagle Dealer Groups.

Lost: Chesebrough-Pond's, Genessee Brewing, MasterCard, Nissan.

Officers

Joseph O'Donnell, ceo; Marvin Honig, chmn; David Welch, vice chmn & ceo-Detroit; Laurence Wassong, president; Richard Johnson, exec vp-president-Detroit; Donald Martin, exec vp-cfo.

Phone: (212) 692-6290.

RANK

Evans Communications 53

Salt Lake City

($ in millions)

U.S.	1987	1986	% chg
Gross income	22.8	21.8	4.8
Billings	152.0	145.0	4.8

✓

U.S. billings

($ in millions)	1987	1986	% chg
Media	83.6	84.0	(0.5)
Materials & services	25.9	21.0	23.3
Capitalized fees	42.5	40.0	6.3

Workforce/facilities

	1987	1986	% chg
Employees in U.S.	342	345	(0.9)
Offices in U.S.	10	10	0.0

1987 billings by U.S. office

Office, city	Billings
Evans Communications, Salt Lake City	21.0
Evans/Atlanta, Atlanta	4.5
Evans/Dallas, Dallas	15.0
Evans/Denver, Denver	12.0
Evans/Kraft, Anchorage, Portland	46.0
Evans/Los Angeles , Los Angeles	22.0
Evans/Phoenix, Phoenix	13.5
Evans/San Francisco , San Francisco	18.0

Sources: All data from agency reports.

Annual Review

New business worth $18 million and growth from existing clients helped to offset $11 million in lost business as the agency turned in a 4.8% increase in billings in 1987. Added to the client list were Pizza Hut for Arizona, New Mexico & Nevada ($2 million), Aristech Chemical Corp. ($1.7 million), Viacom Cable ($1.5 million), National Honey Board ($1.5 million) and Larsen Beef ($1 million). Account losses came from Pilgrims Pride Inc. ($2.6 million), Straw Hat Pizza ($3 million), Vail Associates ($1.5 million) and AMC Cooperatives ($1.5 million), the latter lost as a result of AMC's merger with Chrysler. Only a 5% net growth in billings is expected for 1988, largely because of poor economic conditions in key markets. And full-year returns from acquisitions in San Francisco (Busse & Cummins, 1988), Alaska (Bean Marriott, 1987) and Dallas (AFSC, 1987) should more than balance out the closing this year of the Atlanta office.

U.S. accounts

Gained: Aristech Chemical Corp.; Pizza Hut, Arizona, New Mexico, Nevada; National Honey Board, Viacom Cable; Lesher Communications; Larsen Beef Co.

Lost: Straw Hat Pizza; Pilgrims Pride Chicken; Darigold; Utah Business & Economic Development Division; Vail Associates; Cellular One; Scottsdale Sheraton; AMC Cooperatives.

Officers

Jon L. Johnson, president & ceo; L. Glen Snarr, chmn; Charles R. Bartholomew, president-Salt Lake City; Donald B. Kraft, president-Evans, Kraft; M. Terrence Lynch, president-San Francisco; Thomas A. Weinberg, president-Los Angeles; Philip A. Motta, president-Phoenix; R. Webb Sherrill, president-Dallas.

Phone: (801) 364-7000.

RANK

Fahlgren & Swink 61

Parkersburg, W. Va.

($ in millions)

U.S.	1987	1986	% chg
Gross income	17.8	14.1	25.7
Billings	118.6	113.9	4.1

✓

U.S. billings

($ in millions)	1987	1986	% chg
Media	45.9	44.7	2.5
Materials & services	10.4	10.8	(4.3)
Capitalized fees	62.4	58.4	6.8

Workforce/facilities

	1987	1986	% chg
Employees in U.S.	303	304	(0.3)
Offices in U.S.	7	7	0.0

1987 billings by U.S. office

Office, city	Billings
F&S/Midwest, Columbus, Ohio	66.3
F&S/Southeast, Atlanta	52.3

Sources: All data from agency reports.

Annual Review

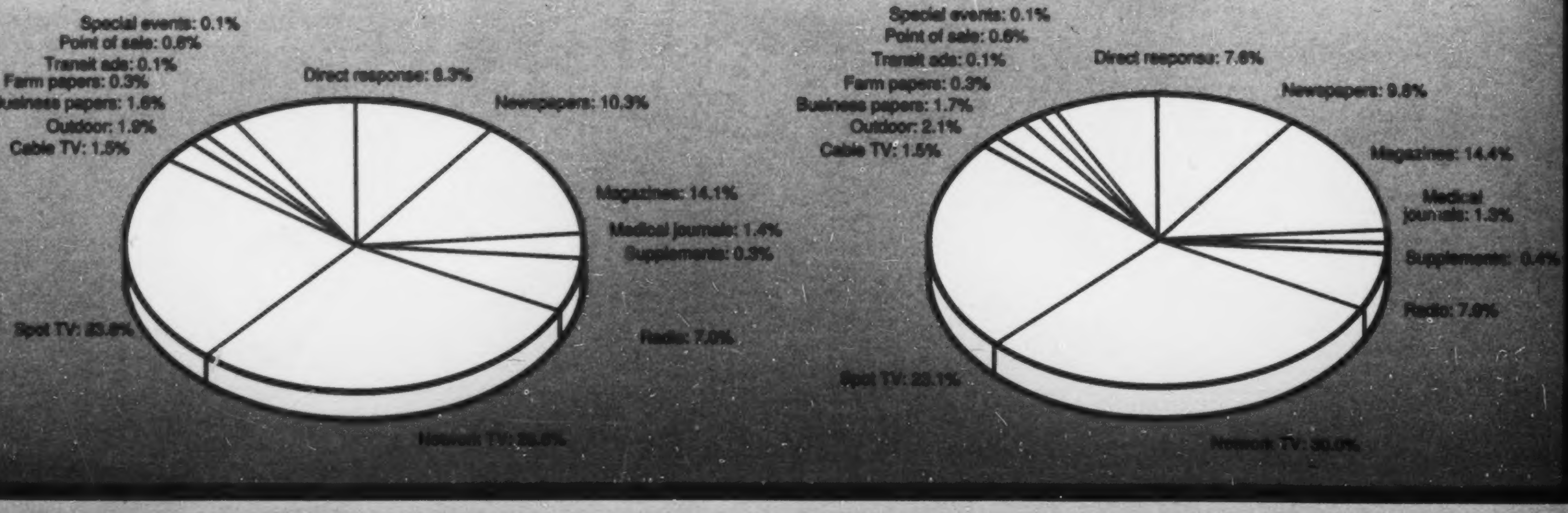
Experiencing a modest 4.1% growth in billings, increases came almost entirely from the Southeast division. New business totaled $4.7 million, while existing business, largely from NAPA, Bank ONE, Elanco, Drumstick and McDonald's, grew by $5.9 million—a total matched by lost business. Growth from a 10% billings increase projection in 1988 will come

Domestic billings by 15 major media

	Top 25 agencies					Top 100 agencies					Top 500 agencies*		
	U.S. billings			$ as % of top 442 agencies' billings		U.S. billings			$ as % of top 442 agencies' billings		U.S. billings		
Media	1987	1986	% chg	1987	1986	1987	1986	% chg	1987	1986	1987	1986	% chg
Newspaper	$1,341	$1,215	10.3	45.4	44.9	$2,332	$2,064	13.0	78.9	76.2	$2,956	$2,707	9.2%
Magazine	2,499	2,488	0.4	61.5	62.2	3,395	3,367	0.8	83.6	84.2	4,061	3,998	1.6
Medical journal	90	69	30.6	22.0	18.9	236	206	14.8	57.7	56.3	409	365	12.0
Supplement	51	56	(8.5)	50.6	53.3	69	77	(10.8)	68.5	74.0	101	104	(3.6)
Radio	1,111	1,045	6.4	55.2	54.2	1,586	1,492	6.3	78.8	77.4	2,013	1,928	4.4
Network TV	6,595	6,686	(1.4)	79.9	80.4	7,894	7,948	(0.7)	95.7	95.6	8,250	8,312	(0.7)
Spot TV	4,116	3,864	6.5	60.0	60.2	5,859	5,455	7.4	85.4	85.0	6,861	6,416	6.9
Cable TV	284	275	3.3	66.9	68.1	373	355	5.2	87.8	87.8	425	404	5.1
Outdoor	360	346	4.1	64.6	58.7	482	508	(5.1)	86.5	86.2	557	589	(5.4)
Business papers	65	58	12.3	13.8	12.2	227	223	1.8	48.0	47.0	472	474	(0.4)
Farm papers	18	21	(12.0)	21.9	23.4	41	42	(3.5)	49.3	47.9	83	88	(6.1)
Transit ads	7	7	8.6	26.0	21.6	18	20	(9.2)	63.8	63.3	29	32	(9.9)
Point of sale	86	74	15.0	47.7	42.7	111	109	1.9	61.9	62.6	179	174	3.0
Special events	7	7	2.2	26.8	27.7	14	13	11.7	53.3	50.5	27	25	5.7
Direct response	1,115	956	16.6	46.9	45.5	1,870	1,620	15.5	78.7	77.1	2,378	2,101	13.2
TOTAL	17,745	17,167	3.4	61.6	61.9	24,507	23,497	4.3	85.1	84.8	28,801	27,718	3.9

NOTES: Dollars are in millions. See Page 45 for a breakout of direct response categories. *Totals include billings reported by 442 agencies of the 500.

U.S. media billings by category



1987

1986

Top 10 U.S. agencies in magazine billings

Rank	Agency	Magazine billings 1987	Magazine billings 1986	U.S. billings 1987	U.S. billings 1986
1	Saatchi & Saatchi Advertising	251.9	N/A	1,678.4	1,638.7
2	Leo Burnett Co.	200.9	165.9	1,550.0	1,361.6
3	Ogilvy & Mather Worldwide	196.0	193.0	1,424.2	1,366.8
4	Bozell, Jacobs, Kenyon & Eckhardt	186.8	165.1	1,150.0	1,090.0
5	J. Walter Thompson Co.	180.0	190.9	1,554.3	1,665.5
6	Young & Rubicam	174.4	178.7	2,031.1	1,871.2
7	BBDO Worldwide	155.2	165.0	1,179.4	1,126.7
8	Grey Advertising	155.1	187.2	1,455.4	1,358.0
9	DDB Needham Worldwide	143.7	199.2	1,283.3	1,394.2
10	N W Ayer	142.3	139.9	878.0	672.0

NOTES: Dollars are in millions. Billings of subsidiaries listed on Page 4 are not included in parent company totals in this table. Data is compiled from 442 agencies reporting billings by media.

from existing packaging goods accounts and a full year's worth of billings from recently acquired accounts. New business opportunities for Fahlgren & Swink in the Southeast look good as Quaker State Oil assigned the agency major regional projects.

U.S. accounts

Gained: Warner Cable Communications; Sunnyland Foods and Field Packing Co.; Cellular One cellular telephones; Great Northern Nekoosa Corp., packaging division, corrugated packing; McDonald's, Cincinnati.

Lost: Georgia Federal Bank; McDonald's, Raleigh co-op; Dollywood; Sandusky Foundry.

Officers

H. Smoot Fahlgren, chmn-ceo; C. Richard Fisher, president, creative dir; James W. Swearingen, vice chmn-coo; Vincent J. Backley, William W. Kight, vice chmn; William J. Farson, treas-cfo; Robert F. Guirlinger, secy; Blaine E. Gutermuth, chmn exec committee; Alf Nucifora, president, gen mgr, Atlanta; R. Daniel Dahlen, sr vp, dir client svcs; Richard M. Imes, president, Toledo; John Ferry, president, Parkersburg; Tim Seifert, president-Cincinnati; Rodney B. Stegall, exec vp, corp creative svcs; Regis Napolitano, sr vp, dir mktg & media svcs.

Phone: (304) 424-3591.

Fallon McElligott

RANK 75

Minneapolis

($ in millions)

U.S.	1987	1986	% chg
Gross income	13.6	11.2	20.9
Billings	142.5	93.3	52.7
✓			

U.S. billings

($ in millions)	1987	1986	% chg
Media	78.1	33.1	135.9
Materials & services	17.8	13.7	30.3
Capitalized fees	46.6	46.6	0.1

Workforce/facilities

	1987	1986	% chg
Employees in U.S.	127	108	17.6
Offices in U.S.	1	1	0.0

Source: All data from agency reports.

Annual Review

The acquisition of the Federal Express, Timex and Porsche accounts as well as growth from US West, Continental Bank and Lee Jeans highlighted 1987's performance resulting in a 52.7% increase in billings and 18% increase in staff. Major account losses came from Heath candy and Med Centers. Although the loss of the US West account in early 1988 will cause decreases, billings from new accounts acquired in late 1987 are expected to balance that, and lead to 5% to 10% growth in 1988.

U.S. accounts

Gained: Timex Co.; Porsche; USA Life; Godfather's Pizza; Federal Express Corp.

Lost: Medcenters; ITT Life; Heath; USW Information Systems.

Officers

Pat Fallon, chmn; Irv Fish, cfo; Fred Senn, vp-acct svcs dir; Tom McElligott, vp-creative dir; Steve Sjoblad, president.

Phone: (612) 333-9319.

Profiles with a check (✓) indicate an independent CPA or accounting firm has reviewed the gross income reported and signed a statement of verification supplied or approved by ADVERTISING AGE. *See story on Page 4.*

Thomas G. Ferguson Associates

RANK 79

Parsippany, N.J.

($ in millions)

U.S.	1987	1986	% chg
Gross income	12.9	9.7	33.1
Billings	84.1	61.8	36.1
✓			

U.S. billings

($ in millions)	1987	1986	% chg
Media	0.4	3.0	(86.0)
Materials & services	8.5	7.9	7.6
Capitalized fees	75.2	50.9	47.8

Workforce/facilities

	1987	1986	% chg
Employees in U.S.	100	70	42.9
Offices in U.S.	1	1	0.0

Source: All data from agency reports.

Annual Review

Healthy returns from both new business and growth from existing clients gave this medical agency a billings boost of 36.1% and staff increase of 43%. Major contributors to the $10 million in new business were Alza Corp., McNeil Pharmaceutical, Ortho Biotech, Ortho Derm, Sandoz and Schering-Plough. Major growth came from Rorer Pharmaceutical, Miles Laboratories and Warner-Lambert. The agency projects another 30% growth year but notes it could be significantly higher if FDA approval is finalized for products of a number of clients.

U.S. accounts

Gained: Alza Corp.; Arm & Hammer Div, Church & Dwight; McNeil Pharmaceutical, Tolectin Line; Ortho Biotech Div, Ortho Dermatological Div; Primedica Inc.; O'Brien Pharmaceuticals; Sandoz Pharmaceutical Corp., headache line; Schering Corp., domestic, Claritin; Warner-Lambert Intl Group, new prods.

Lost: Brad Urological Div, C.R. Bard Inc.

Officers

Thomas G. Ferguson, chmn-president; John F. Zweig, exec vp, coo; Pamela A. Rossetti, sr vp, cfo-admin; Robert P. Muratore, Maria Spellman, Marne Weaver, Edward J. Gorzalski, Elena Secula, vps; Edward Sapp, gen mgr, health tech grp; John P. Szlasa, sr vp-gen mgr pro/com; Thomas G. Higgins, M.D., dir med & scientific svcs; Phillip Brody, PhD, dir clinical pharmacology; German Bustos, sr vp-dir creative svcs; Elena Secula, vp, dir-creative admin.

Phone: (201) 884-2200.

Foote, Cone & Belding Communications

RANK 13

Chicago

($ in millions)

Worldwide	1987	1986	% chg
Gross income	344.6	323.0	6.7
Billings	2,298.5	2,154.5	6.7
U.S.	**1987**	**1986**	**% chg**
Gross income	244.2	242.4	0.7
Billings	1,628.6	1,616.7	0.7
✓			

U.S. billings

($ in millions)	1987	1986	% chg
Media	1,077.6	942.5	14.3
Materials & services	0.0	0.0	0.0
Capitalized fees	550.9	674.2	(18.3)

Workforce/facilities

	1987	1986	% chg
Employees w'wide	5,674	5,907	(3.9)
Employees in U.S.	2,972	3,300	(9.9)
Offices worldwide	101	96	5.2
Offices in U.S.	20	23	13.0

1987 billings by U.S. office

Office, city	Billings
A. Frank-G. Law, New York	53.5
A. Frank-G. Law, San Francisco	2.4
Foote, Cone & Belding, San Francisco	221.0
Foote, Cone & Belding, Los Angeles	259.0
FCB/Leber Katz Partners, New York	400.0
Foote, Cone & Belding, Chicago	499.0
Lewis, Gilman & Kynett, Philadelphia	128.0
VICOM/FCB, Philadelphia	17.9
VICOM/FCB, San Francisco	30.9
VICOM/FCB, New York	26.2

Source: All data from agency reports.

Annual Review

Agency growth came from non-U.S. operations which increased 24.6% in billings compared with a 0.7% growth in U.S. billings. Overall billings growth measured in at 6.7%. Consolidated figures in 1987 did not include three subsidiaries that reported in 1986—North Castle & Partners, Carl Byoir & Associates and Deutsch, Shea & Evans, all of which were sold. Agency business in 1988 is expected to grow 12% domestically, stimulated by full-year returns from the acquisition of Krupp/Taylor USA, merged into FCB Direct in the fourth quarter, and from anticipated growth from existing clients.

U.S. accounts

Gained: New York—Corbin Ltd. Chicago—Coors Winterfest; Coors Herman Joseph's; Beecham Cosmetics. Los Angeles—Mattel Pre-School Toys; Mary Kay Cosmetics; MCA Universal Studios-Florida. San Francisco—Mervyn's; Travelers Health Network; Holland America Lines; Teledyne Water Pik.

Lost: New York—*Self* magazine; Doubleday Literary Guild. Chicago—Radisson Hotels; Harris Corp. Los Angeles—Carnation. San Francisco—Supercuts.

Foreign accounts

Gained: Zenith—Italy, U.K. (data systems). Gillette—Norway, Spain. Diners Club—U.K., Norway. Belgium—Sandoz. France—Mercedes Benz, cars & trucks, Pernod. Germany—Gard's Men Toiletries (Colgate), Beiersdorf Nivea Sun Cream. Hong Kong—Campbell Soup. Italy—Panasonic, Air Italia. Spain—RJR Tobacco. Sweden—Philip Morris, Chiquita/United Brands. Brazil—Firestone. Venezuela—Nestle. Australia—Laminex. New Zealand Brewers.

Lost: Italy—Grundig. Spain—Telefunken. Sweden—Richardson-Vicks. U.K.—Heinz, Cadbury, Pizza Hut. Australia—Milton Bradley, Computerland.

Officers

Norman W. Brown, chmn-ceo; Abbott C. Jones, president-coo; Stanley H. Katz, vice chmn, chmn-FCB/Leber Katz Partners; Craig Wiggins, chmn & ceo-FCB/Continental Europe; Len Sugarman, vice chmn-coo, chmn & ceo-FCB/U.K. group; Antonio S. Beja, chmn-FCB Latin America, Pacific, Africa; W. Bruce Mason, chmn-FCB Central; Thomas F. Randolph, chmn-FCB West; Charles H. Gunderson Jr., sr vp, secy, treas; Dale F. Perona, sr vp, controller.

Phone: (312) 751-7000.

Geer, DuBois

RANK 63

New York

($ in millions)

U.S.	1987	1986	% chg
Gross income	17.3	15.8	9.2
Billings	115.0	105.0	9.5

U.S. billings

($ in millions)	1987	1986	% chg
Media	115.0	105.0	9.5
Materials & services	0.0	0.0	0.0
Capitalized fees	0.0	0.0	0.0

Workforce/facilities

	1987	1986	% chg
Employees in U.S.	170	150	13.3
Offices in U.S.	1	1	0.0

Source: All data from agency reports.

Annual Review

With a 9.5% increase in billings and a 13% increase in staff, 1987 showed considerable improvement over a static 1986. New business added $9 million and growth from existing business another $4 million. The only loss was Time Inc.'s *Life* ($3 million).

U.S. accounts

Gained: World Gold Council; B. Dalton; Alliance Capital Management Corp; Information Builders.

Lost: Time Inc., *Life*.

Officers

Peter Geer, president; John Allen, exec vp, dir-client svcs; Steve Olderman, exec vp, agency creative dir; Doria Steedman, exec vp, dir-agency opers; James Adair, sr vp, exec art dir; Rea Brown, sr vp, group creative super; Joseph Bruce, Michael Garcia, Kenneth Heidleberg, Timothy O'Leary, sr vps, mgmt supers; Diane Dennis, sr vp, dir-personnel, office svcs; Fred Irwin, sr vp, mgmt super; David Idema, Robert Kilzer, Marce Mayhew, sr vps, group creative dirs; Edward Parella, treas; Thomas Pearse, sr vp, dir-print productions; Joy Sliwa, sr vp, media dir; Rona Yohalem, sr vp, dir-mktg.

Phone: (212) 741-1900.

Grey Advertising

RANK 11

New York

($ in millions)

Worldwide	1987	1986	% chg
Gross income	369.2	309.1	19.4
Billings	2,462.6	2,061.7	19.4
U.S.	**1987**	**1986**	**% chg**
Gross income	218.2	203.6	7.2
Billings	1,455.4	1,358.0	7.2
✓			

U.S. billings

($ in millions)	1987	1986	% chg
Media	1,360.0	1,278.6	6.4
Materials & services	0.0	0.0	0.0
Capitalized fees	95.4	79.4	20.2

Workforce/facilities

	1987	1986	% chg
Employees w'wide	4,460	4,725	(5.6)
Employees in U.S.	2,165	2,238	(3.3)
Offices worldwide	155	145	6.9
Offices in U.S.	5	5	0.0

1987 billings by U.S. office

Office, city	Billings
Grey Advertising, New York	1,202.4
Grey Chicago, Chicago	65.0
Grey Orange County, Fountain Valley	N/A
Grey Western Division, Los Angeles	131.7
Grey Western Division, San Francisco	56.3

Source: All data from agency reports.

Annual Review

Grey returned another year of healthy growth—up 19.4% worldwide, largely fueled by a 43.1% increase overseas as Grey continues to enlarge its network of specialized communications services and overseas agencies in order to offer clients an intergrated marketing program. Domestic billings were boosted mostly from additional assignments from BankAmerica Corp., Borden's Pasta Group, General Foods, Panasonic, P&G and Stroh's. New business was healthy and losses were comparatively minor. The agency sold Grey Chicago in December, 1987, to GGK Holding, Basel, Switzerland, and its name was changed to HCF & Lois/GGK. The Chicago figures are included in Grey totals. Grey does not consolidate totals for subsidiaries not 100% owned. The agency is hesitant to forecast 1988 because of what it terms the uncertain economic climate in the U.S. This includes two big subsidiaries, Gross Townsend Frank Hoffman and Levine, Huntley, Schmidt & Beaver.

U.S. accounts

Gained: New York—Color Tile; Corning Glass Works; Kohler Co.; Levolor Lorentzen; Nora Beverages; The Sugar Assn; Thompson Medical Co.; Western Div—Kraft Refrigerated Products; Lucky Stores; Merle Norman Cosmetics; Seagram Classics Wine Co.

Lost: New York—Bristol-Myers, Ban Deodorant; Holly Farms; Humana; Procter & Gamble, Duncan Hines Cookies; Revlon, Flex & Jontue; 3M Video Tape & Buf-Puf; Timex; Toys 'R' Us; Chicago—Venture Stores; Western—Catalina; Church's Fried Chicken; Vons Grocery.

Foreign accounts

Gained: Nike—Argentina, Belgium; Heublein Ltd.—Austria, Belgium; Beecham—Belgium, Japan; Richardson-Vicks—Belgium, Colombia, France, Germany, Italy, Mexico, Spain, Switzerland, U.K.; Samsonsite—Belgium, France, Germany, Netherlands, U.K.; U.S. Mint—Belgium, Netherlands, Singapore, Switzerland; Mars—Canada, Italy, Netherlands; Hallmark—France, Japan, Spain; Dunkin' Donuts—Malaysia, Taiwan; 3M—Argentina; Hallmark—Australia; Jim Beam—Austria; EEC—Belgium; Avis, Mister Donut, Sheraton Hotels, Squibb, Upjohn—Canada; Canada Dry—Chile; Honda—France; Rothmans—Malaysia; Wrigley's—Philippines; Allied—South Africa; Bayer, Estee Lauder—Spain; Visacard—Switzerland; Tiffany's—Thailand; General Motors—Venezuela; Procter & Gamble—Colombia; Pirelli—Turkey.

Lost: Uniroyal Goodrich—Argentina, Japan; Toshiba—Australia; BankAmerica—Austria, Venezuela; Columbia Pictures, Honda—Canada; Ciba-Geigy—Chile, Thailand; United Biscuit—France; Olivetti—New Zealand; Wrangler—Peru; Sanyo—Philippines; Carlsberg, GE—Singapore; Shell—South Africa; Chesebrough-Pond's, Pioneer—Switzerland; 3M—Venezuela.

Officers

Edward H. Meyer, president, chmn; Robert L. Berenson, exec vp-admin; Alan B. Fendrick, exec vp-treas, secy; Barbara S. Feigin, exec vp-dir of mktg & strategic devel; Richard M. Karp, exec vp-dir creative svcs; Alec Gerster, exec vp-dir media & programming; Stephen A. Novick, exec vp-dir of bcst prod.

Phone: (212) 546-2000.

Griffin Bacal

RANK 55

New York

($ in millions)

Worldwide	1987	1986	% chg
Gross income	21.2	18.5	14.6
Billings	165.7	142.3	16.4
U.S.	**1987**	**1986**	**% chg**
Gross income	20.5	18.5	10.8
Billings	160.4	142.3	12.7

U.S. billings

($ in millions)	1987	1986	% chg
Media	134.2	120.4	11.5
Materials & services	26.2	21.9	19.6
Capitalized fees	0.0	0.0	0.0

Workforce/facilities

	1987	1986	% chg
Employees w'wide	211	175	20.6
Employees in U.S.	200	175	14.3
Offices worldwide	2	1	100.0
Offices in U.S.	1	1	0.0

Source: All data from agency reports.

Annual Review

Growth is projected at 15% in billings in 1988, on par with the worldwide increase of 16.4% in 1987, a year in which no accounts were lost. New business in 1987 totaled $14.8 million, including Commodore Business Machines ($7.8 million) and Stride Rite ($3 million). A new London shop that opened to service international accounts for Hasbro and Playskool added $5.3 million. Existing accounts grew by $8.6 million. Projections are high for 1988 because of $20 million in new business from Milton Bradley and Hasbro effective Jan. 1, new assignments from Keystone Camera and Miles Laboratories' S.O.S. brands, and growth from the U.K. sector.

U.S. accounts

Gained: Keystone Camera Corp.; Commodore Business Machines; Stride Rite Corp.; N.Y. Festival of the Arts.

Lost: None.

Foreign accounts

Gained: Hasbro Toys; Playskool; Craft Computers; Ranier Foundation; Crystal Palace; Kent Police Force.

Lost: None.

Officers

Thomas Griffin, president; Joe Bacal, exec vp, dir-creative svcs; Paul Kurnit, exec vp, coo; Arthur Heller, exec vp, dir-media; Lenny Leokum, exec vp, creative dir; Christopher Mill, exec vp, dir-new business; William Beihl, sr vp, cfo; Robert Horne, Marsha Badanes, sr vps, group dirs; Robert Fudge, sr vp, sr art dir; Robert Darcy, vp, treas; Mary Sue Robinson, Janice Figueroa, David Biebelberg, Norman Hajjar, vps, mgmt supers; Heidi Kahme, vp, dir-broadcast; Hildy Travis, Alysia Dworin, vp—media planning supers; Ed Torton, Lois Sandberg, Maurice Mahler, vps, assoc creative dirs; Gordon Hunt, vp mng dir-London.

Phone: (212) 337-6442.

Brits tap LCF&L

Laurence, Charles, Free & Lawson was bought by Lowe Howard—Spink & Bell PLC from Mickelberry Corp. in late 1987, adding to the British holding company's U.S. presence that includes 30% ownership of Lowe Marschalk.

RANK
76

GSDM

Austin, Texas

($ in millions)

U.S.	1987	1986	% chg
Gross income	13.5	10.5	28.5
Billings	103.0	85.1	21.0

U.S. billings

($ in millions)	1987	1986	% chg
Media	103.0	85.1	21.0
Materials & services	0.0	0.0	0.0
Capitalized fees	0.0	0.0	0.0

Workforce/facilities

	1987	1986	% chg
Employees in U.S.	136	N/A	0.0
Offices in U.S.	4	6	(33.3)

1987 billings by U.S. office

Office, city	Billings
GSDM Inc., Austin, Texas	73.0
GSDM Inc., San Antonio, Texas	N/A
GSDM Inc., Houston	10.0
GSDM Inc., Dallas	20.0

Source: All data from agency reports.

Annual Review

GSDM had one of its best years ever—up 21% in billings—despite pulling up stakes in Houston and Dallas. The agency gained Coors Regular ($40 million annualized), Extra Gold ($10 million), Wal-Mart ($6 million), Sea World ($5 million) and Gibraltar First Texas ($4 million). About $14 million from those accounts was spent in 1987. This existing business is expected to help boost billings by 15% in 1988. Clients in the Houston office (billing $10 million in 1987) are now being serviced out of Austin. Only client to make the trip south from the Dallas shop (billing $20 million in 1987) was Gibraltar. Dallas management bought the shop at year-end and changed the name to Larkin Meeder & Schweidel.

U.S. accounts

Gained: Adolph Coors (regular, Extra Gold); Wal-Mart; Sea World of San Antonio; Gibraltar First Texas Savings.

Lost: University Savings.

Officers

Steven Gurasich, chmn; Roy Spence, president; Tim McClure, exec creative dir; Judy Trabulsi, media dir; Carl Larkin, president-Dallas; Robert Lansdome, president-Houston.

Phone: (512) 327-8810.

RANK
32

HBM/Creamer

Boston

($ in millions)

U.S.	1987	1986	% chg
Gross income	40.9	40.1	2.0
Billings	272.0	267.0	1.9

U.S. billings

($ in millions)	1987	1986	% chg
Media	272.0	267.0	1.9
Materials & services	0.0	0.0	0.0
Capitalized fees	0.0	0.0	0.0

Workforce/facilities

	1987	1986	% chg
Employees in U.S.	485	558	(13.1)
Offices in U.S.	4	5	(20.0)

1987 billings by U.S. office

Office, city	Billings
HBM/Creamer, Boston	149.0
HBM/Creamer, Chicago	23.0
HBM/Creamer, Pittsburgh	100.0

Source: All data from agency reports.

Annual Review

New business worth $23.6 million in annualized billings has put this agency subsidiary of WCRS PLC, London, back on the growth track following only 1.9% growth in 1987. Gains are expected to push billings up 10% in 1988. Spending by existing clients, specifically Nestle, Parker Brothers, Titleist, CVS and Allied Aftermath, was strong at $15 million, but was overridden by $16 million in lost accounts paced by CM Alliances ($3 million) and Price Chopper ($4 million). The Providence, R.I., office was closed in the third quarter, 1987. Financial figures include HBM/Creamer Direct and Heller Breene Inc.

U.S. accounts

Gained: McDonald's of Maine; Kinney Shoe Corp.; Steinlager New Zealand Beer, Martlet Importing Co.; Just Pants; Hazel & Cardinal, Jostens; AZ Computer Centers; Office World; Wetterau, Charleston, S.C., Butler, Pa.; Bayer, USA.

Lost: Keds; CM Alliance; Price Chopper; PPG; Chef Pierre; Carlisle Syntec.

Officers

Edward Eskandarian, chmn-ceo. Pittsburgh—William E. Sprague, chmn; John F. Waldron, president & creative dir; Richard J. Weber, Howard S. Gittins, exec vps; Stanley Muschweck, Lester E. Gallagher, Richard Grinberg, John O'Leary, sr vps. Boston—Mary E. Moore, president & creative dir; Richard L. Britton, Michael H. Reingold, Ronald M. Lawner, exec vps; Nola Anderson, William Boch, John Hersey, John Hurlbut, Charles Matzell, John McNamara, sr vps. Chicago—Albert Jay Rosenthal, chmn; John A. Wiegand, vice chmn; Sy Dordick, president; Geoffrey Charlton-Perrin, exec vp & creative dir. Hartford—Alan E. Cole, sr vp, mgr.

Phone: (617) 723-7770.

RANK
14

HDM

New York

($ in millions)

Worldwide	1987	1986	% chg
Gross income	204.0	156.7	30.2
Billings	1,383.6	1,070.1	29.3
U.S.	**1987**	**1986**	**% chg**
Gross income	27.4	43.7	(37.3)
Billings	206.0	308.8	(33.3)
✓			

Workforce/facilities

	1987	1986	% chg
Employees w'wide	2,256	2,241	0.7
Employees in U.S.	353	510	(30.8)
Offices worldwide	50	44	13.6
Offices in U.S.	4	4	0.0

1987 billings by U.S. office

Office, city	Billings
HDM, Chicago	53.7
HDM, Los Angeles	51.5
HDM, New York	94.2
HDM Direct, Los Angeles	6.5

Source: All data from agency reports, except billings by office which are AA estimates.

Annual Review

HDM (Havas Dentsu Marsteller) resulted from the marriage, July, 1987, of DYR, owned equally by Young & Rubicam and Tokyo-based Dentsu, and HCM (Havas Conseil Marsteller), owned 51% by Paris-based Eurocom and 49% by Y&R. The merger was a result of Y&R's desire to cut expenses of expanding separate global networks. HDM unites basically a European and American network (HCM) with an Asian/Pacific partner (DYR). Continued expansion to better serve clients outside the U.S. is a major priority in 1988. In the U.S., both merging agencies had down years. DYR, in fact, closed its New York shop not long after Canon, its big client there, pulled its business out of DYR. A major management realignment took place in Los Angeles operations, where the DYR office was merged with the HCM office, and in Chicago where HCM, merged with Dawson Johns & Black in March, 1987, becoming HDM Dawson Johns & Black. Chairman of the management team heading HDM is Alain de Pouzelhac, a director of Paris-based Eurocom. He was head of HCM Europe. Tim Pollack, who took over as head of DYR after Alexander Brody left, became ceo. Shinzo Ueno is area director in southeast Asia as he was for DYR, and Alain Rousset remains cfo as he was at HCM.

U.S. accounts

Gained: New York—Colgate-Palmolive; Absorba, infant clothing; Alfred University; LaRosa Foods. Chicago—Gilbey, gin, vodka; Old Grand Dad, bourbon. Los Angeles—Westin, St. Francis, Arizona Biltmore; All American Gourmet. Los Angeles Direct—Suzuki; Community Dental Centers; S.I. Video; Hertz Car Sales.

Lost: New York—Singer. Chicago—BlueCross/Blue Shield; Spiegel; R.T. French. Los Angeles—Clarion. Los Angeles Direct—Inland Health Plan; Targeted Marketing; National Education Corp.; Security Pacific.

Foreign accounts

Gained: Japan—Philips, corporate. Germany—Kleber; Toshiba. Spain—Bayer; Gordon Gin. Switzerland—Electrolux. U.K.—F.W. Woolworth; Harvey Nichols; Toshiba. Netherlands—Sphinx. Singapore—Toyota. DS&H Tokyo—Mitsubishi Chemicals. Philippines—Toshiba. Kuala Lumpur—Casio. China—Shanghai Volkswagen; DuPont. Thailand—Mr. Donut; Volvo. Italy—Henkel; Kleber. France—3M; Henkel; Olympic Committee. Belgium—Yamaha; Henkel. Hong Kong—Kentucky Fried Chicken; Ricoh; Waterford; S.C. Johnson; Konica; L'Oreal.

Lost: Singapore—Mazda. Kuala Lumpur—Natvest. Philippines—Silahis Hotel. Belgium—Minolta; Loterie Nationale. Switzerland—Koenig. Netherlands—FGH Bank. Austria—Johnson & Johnson. Italy—Hanorah; Lovable. UK—Candy. Spain—Mahov. France—Air France Intl; Arthur Martin.

Officers

Alain de Pouzihac, chmn, Paris; Tim Pollack, ceo, N.Y.; Shinzo Ueno, sr exec vp, Tokyo; Alain Rousset, sr vp-cfo.

Phone: (212) 408-2100.

RANK
100

Henderson Advertising

Greenville, S.C.

($ in millions)

U.S.	1987	1986	% chg
Gross income	10.6	12.0	(11.9)
Billings	70.6	80.1	(11.9)

U.S. billings

($ in millions)	1987	1986	% chg
Media	43.5	59.8	(27.4)
Materials & services	8.8	11.3	(22.0)
Capitalized fees	18.3	9.0	103.7

Workforce/facilities

	1987	1986	% chg
Employees in U.S.	101	120	(15.8)
Offices in U.S.	1	1	0.0

Source: All data from agency reports.

Annual Review

Billings were down 11.9% because of significant reductions from major clients totaling $10.9 million. Lost business measured in at $3.4 million mostly from the elimination of ad budgets on imported beer and wines caused by the falling value of the dollar. The agency also reduced its staff by 16%. New business amounted to $4.8 million, and should help boost 1988 billings a conservative 5%.

U.S. accounts

Gained: SouthernNet; Dow New Ventures; Phyton Direct; Amcom Corp.

Lost: "21" Brands; Carlton Importing; Murray Chris Craft.

Officers

Ralph W. Callahan Jr., chmn; Robert J. Jones, vice chmn, exec creative dir; James F. Brandhorst Jr., president; John J. Kennedy Jr., exec vp, cfo; Mike Daly, Beverly Grant, Lyda Mathis, Gordon McDonald, Bruce Mitchell, Gregory Rathjen, Mike Wilson, Mike Zeller, sr vps.

Phone: (803) 271-6000.

SSC&B title erased

SSC&B, once Sullivan, Stauffer, Colwell & Bayles, fell off the SSC&B:Lintas nameplate last year when it merged with sister Interpublic agency, Campbell-Ewald, to form Lintas:Worldwide. It had been shortened in 1967 when it hooked up with Lintas.

RANK
29

Hill, Holliday, Connors, Cosmopulos

Boston

($ in millions)

Worldwide	1987	1986	% chg
Gross income	43.4	39.4	10.3
Billings	289.6	262.5	10.3
U.S.	**1987**	**1986**	**% chg**
Gross income	36.7	31.7	15.9
Billings	245.0	211.4	15.9
✓			

U.S. billings

($ in millions)	1987	1986	% chg
Media	38.5	37.9	1.8
Materials & services	4.7	5.2	(9.1)
Capitalized fees	201.8	168.3	19.9

Workforce/facilities

	1987	1986	% chg
Employees w'wide	512	487	5.1
Employees in U.S.	391	350	11.7
Offices worldwide	4	6	(33.3)
Offices in U.S.	2	2	0.0

Source: All data from agency reports.

Annual Review

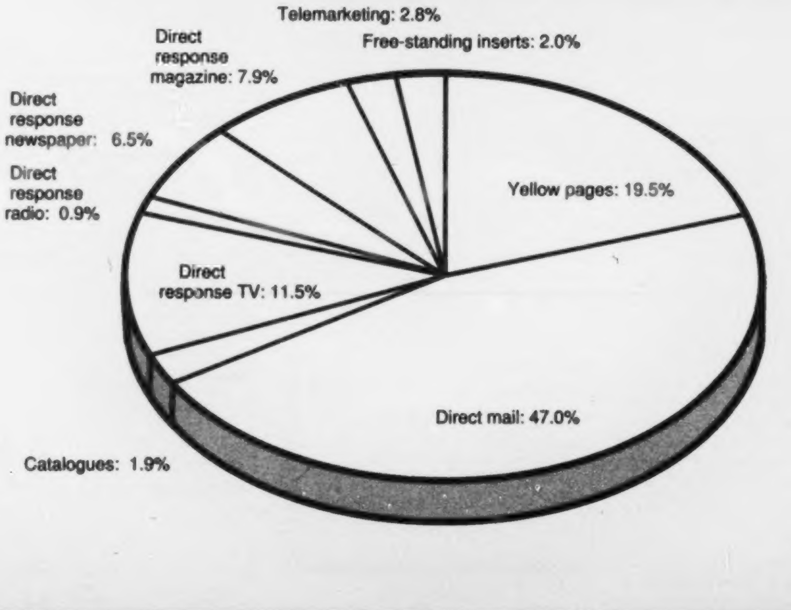
The agency's 10.3% worldwide billings growth came entirely from the domestic side as non-U.S. billings actually dropped 12.7%. New business totaled $37.5 million and included Bank of England ($18 million annualized), R.C. Cola ($18 million), Hyatt Hotels ($16 million), Massachusetts Div of Tourism ($5 million), Field Publications ($4.7 million), Labatts Canada ($16 million), Rolling Rock ($3.2 million) and Gillette ($1.5 million). Growth from existing clients came from Revlon, 7-Eleven, Wang, Hancock Insur-

Direct response billings by category

Media	Top 25 agencies Billings 1987	 $ as % of 500 total	Top 100 agencies Billings 1987	 $ as % of 500 total	500 agencies* billings 1987
Yellow pages	$194	41.8	$404	87.0	$464
Direct mail	509	45.6	803	71.9	1,117
Catalogues	3	6.6	14	30.9	45
Direct response TV	168	61.4	251	91.6	274
Direct response radio	11	51.4	16	77.4	21
Direct response newspaper	99	63.7	132	85.2	155
Direct response magazine	126	67.2	174	93.1	187
Telemarketing	4	6.0	55	82.1	67
Free-standing inserts	1	2.5	21	44.3	47
Total direct response	1,115	46.9	1,870	78.7	2,378

NOTES: Dollars are in millions. See Page 4 for footnotes. *Totals include billings by 442 agencies of the 500.

Direct response categories as % of $2.4 billion total



Top 10 U.S. agencies in medical journal billings

Rank	Agency	Medical journal billings 1987	Medical journal billings 1986	U.S. billings 1987	U.S. billings 1986
1	McCann-Erickson Worldwide	55.0	N/A	1,078.0	979.3
2	William Douglas McAdams	45.5	46.2	101.9	103.7
3	Lavey/Wolff/Swift	36.0	30.0	72.2	59.7
4	Klemtner Advertising	33.4	28.2	70.0	60.0
5	Vicom/FCB	32.2	21.3	75.0	49.5
6	Young & Rubicam	29.5	12.8	2,031.1	1,871.2
7	Dorritie & Lyons	23.0	24.0	45.0	40.0
8	Barnum Communications	22.7	22.2	41.3	40.5
9	Kallir, Philips, Ross	16.8	16.9	123.9	113.0
10	Paul A. DeJesse Inc. Advertising	15.2	12.8	19.0	16.0

NOTES: Dollars are in millions. Billings of subsidiaries listed on Page 4 are not included in parent company totals in this table. Data is compiled from 442 agencies reporting billings by media.

ance and NYNEX. Losses totaled $33.3 million. The agency does not break out billings by office since major accounts and resources are split between its two offices in New York and Boston.

U.S. accounts

Gained: Royal Crown Cola; Hyatt Hotels; Mass. Tourism; Bank of New England; Field Publications; Rolling Rock and Gillette, new prod; Labatts Canada, new prods.

Lost: Lotus Talbots; LJN Toys; Oppenheimer and *N.Y. Newsday*.

Foreign accounts

Gained: Mass. Tourism, Malaysian Tourist Board; Muscular Dystrophy; Blue Cross; Arthur Andersen; Berni, Chef & Brewer; Sunyong-ICL Intl; BT Intl, BY Yellow Pages; Food From Britain; Metal Box, Royal Insurance; Newbury Data; Multitone; Thirdwave.

Lost: AST; Help for the Aged; Max Factor; G Plan; Pontins; Chelsea Building Society.

Officers

George J. Hill III, chmn-worldwide creative dir; John M. Connors Jr., president, ceo; Dick Pantano, vice chmn, creative dir; Jack Sansolo, vice chmn-mktg & corp devel; Joseph E. Norberg, cfo, treas; Jennifer Laing, grp chmn-ceo, London; Tony Angotti, Charles Decker, Don Easdon, William Hester, Christine Miller, Joseph O'Neill, exec vps; Pat Casale, Mary Ellen Argentieri, Scott Cheyne, Carolyn Clark, Herb Coughlan, Arthur Eisenbach, Dennis Farrington, Ann Finucane, Justin Harrington, Casey Jones, Macy Jones, Felice Kincannon, Chuck Kushell, Mike Lescarbeau, John F. Mills, Peter Nichols, Paul Regan, John Sasso, Lynn Seid, Susan Smith, sr vps.

Phone: (617) 437-1600.

Bernard Hodes Advertising Group

RANK **44**

New York

($ in millions)

U.S.	1987	1986	% chg
Gross income	28.1	21.4	31.2
Billings	180.3	138.7	30.0

✓

U.S. billings

($ in millions)	1987	1986	% chg
Media	173.8	133.6	30.1
Materials & services	6.4	5.1	25.9
Capitalized fees	0.0	0.0	0.0

Workforce/facilities

	1987	1986	% chg
Employees w'wide	424	367	15.5
Employees in U.S.	401	348	15.2
Offices worldwide	26	27	(3.7)
Offices in U.S.	23	23	0.0

Source: All data from agency reports.

Annual Review

Specializing in recruitment and classified advertising, this Omnicom Group agency that is part of Diversified Agency Services had a 30% billings increase in the U.S. and added $2.9 million in billings from its three non-U.S. offices. The agency, which has 23 offices in the U.S., anticipates a much quieter 1988 with estimates set at 3% to 4% growth because of a decline in billings from financial services clients, its bread and butter. Agency figures are consolidated in totals for DDB Needham Worldwide.

Officers

Bernard Hodes, president; Alan Schwartz, coo-cfo; Marion Starr, Jo Bredwell, Steve Petersen, Bruce Skillings, regional branch mgrs; Barry Siegel, regional branch mgr-BHA; Dave Dwyer, branch mgr; Pat Howard, dir of new business devel; Roger Verduin, dir of systems & operations; Steve Wills, president-BHA, Canada; Laurie Duskwick, mng dir; Lee Mathews, president-BHTMS; Harold Weissenberger, vice chmn-WYPSCO; Barbara Poston, president-WYPSCO; Mike Dowling, president, Walking Fingers; Bud Freedman, exec vp-RES.

Phone: (212) 935-4000.

Ingalls, Quinn & Johnson

RANK **57**

Boston

($ in millions)

U.S.	1987	1986	% chg
Gross income	20.3	17.6	15.0
Billings	135.0	117.4	15.0

✓

U.S. billings

($ in millions)	1987	1986	% chg
Media	106.3	92.4	15.0
Materials & services	12.3	10.7	15.0
Capitalized fees	16.5	14.3	15.0

Workforce/facilities

	1987	1986	% chg
Employees in U.S.	242	273	(11.4)
Offices in U.S.	1	1	0.0

Source: All data from agency reports.

Annual Review

Growth of 15% in billings disguises the fact that in 1986 only 10 months of returns were recorded for Ingalls, bought by Quinn & Johnson that year. A full year of returns from Ingalls would put growth at less than 1%. Current accounts added $8.3 million in billings, including $1.2 million from Nissan Dealers Assn., $2.4 million from Converse and $3.4 million from TJ Maxx. New business grew by $14.7 million, including $7.3 million from Ocean Spray Cranberries ($16 million annualized) and $2.6 million from Arkwright. Losses of $11.2 million came from Massachusetts Division of Tourism ($4.5 million annualized) and Zayre Corp. ($14.8 million). The agency would not project billings growth for 1988, but reported budgets from existing clients were on the upswing. IQ&J is part of Diversified Agency Services at Omnicom Group.

U.S. accounts

Gained: Ocean Spray, non-cranberry; Arkwright; Westin-Plaza.

Lost: Massachusetts Div of Tourism; Zayre Corp.

Officers

S. Joseph Hoffman, chmn & ceo; Richard C. Garrison, president; Edwin P. Carboni, exec vp; Bruce L. Kelley, exec vp, dir-acct svcs; Brendan P. Kelley, Harvey Gabor, exec vps, creative dirs; Paul Coleman, sr vp, cfo; John Reed, sr vp, media dir; Jerry Swerling, sr vp, dir-pr; William Myers, sr vp, dir-direct response.

Phone: (617) 437-7000.

Jordan, McGrath, Case & Taylor

RANK **34**

New York

($ in millions)

U.S.	1987	1986	% chg
Gross income	38.4	32.7	17.3
Billings	280.0	240.0	16.7

U.S. billings

($ in millions)	1987	1986	% chg
Media	215.1	199.7	7.7
Materials & services	20.2	8.3	143.4
Capitalized fees	44.7	32.0	39.7

Workforce/facilities

	1987	1986	% chg
Employees in U.S.	310	285	8.8
Offices in U.S.	1	1	0.0

Source: All data from agency reports.

Annual Review

Growth was spurred by $31 million in new accounts and $11 million from existing accounts, the latter from Quaker Oats, Borden Wise and Tonka. Major new accounts gained with annualized billings were Quaker Hot Cereals ($25 million), Sega Video Games ($11 million), American Home Foods ($15 million) and Lehn & Fink ($8 million). Partner Burt Manning's return to J. Walter Thompson as chairman-ceo after a year at Jordan produced yet another name change for the agency.

U.S. accounts

Gained: Quaker-hot cereals; Sega Video Games; American Home Foods; Lehn & Fink-Personal Products.

Lost: Upjohn-Haltran.

Officers

James J. Jordan Jr., chmn; Patrick J. McGrath, president; John L. Taylor, Eugene Case, exec vps; Malcolm Macdougall, vice chmn.

Phone: (212) 326-9113.

Kallir, Philips, Ross

RANK **67**

New York

($ in millions)

Worldwide	1987	1986	% chg
Gross income	16.1	13.9	15.2
Billings	137.0	124.2	10.3
U.S.	**1987**	**1986**	**% chg**
Gross income	13.9	12.3	13.1
Billings	123.9	113.0	9.7

✓

U.S. billings

($ in millions)	1987	1986	% chg
Media	16.8	16.9	(0.5)
Materials & services	14.7	14.3	2.8
Capitalized fees	92.3	81.7	13.0

Workforce/facilities

	1987	1986	% chg
Employees w'wide	225	190	18.4
Employees in U.S.	185	155	19.4
Offices worldwide	3	3	0.0
Offices in U.S.	1	1	0.0

Source: All data from agency reports.

Annual Review

This Omnicom Group medical agency had a 10.3% growth in worldwide billings mainly from increases of overseas operation, Paling-Ellis/KPR, fueled by healthy account acquisitions in its two offices-London and Brussels. Domestically, an 9.7% billings increase broke out to 30% from new business—all from divisions of Johnson & Johnson (Ethicon, McNeil, J&J Dental Care)- -and 70% from growth in existing accounts. The agency expects 12% growth in 1988. KPR totals are consolidated in those of DDB Needham Worldwide.

U.S. accounts

Gained: Ethicon; McNeil Specialty; J&J Dental Care.

The agency did not list accounts lost.

Foreign accounts

Gained: Euromedia; K Creation; Medical Trends; AD Studio; Abbott; Monsanto; UGB; Madaus; Wyeth; Ciba-Geigy; Parke-Davis; Relax; Wish; Flu Vaccine Project; Vistakon; Hoechst.

The agency did not list foreign accounts lost.

Officers

John Kallir, chmn-ceo; Warren Ross, Gerald M. Philips, vice chmn; Norman Cooper, president-coo; Richard Grossman, exec vp-copy; Leo Palmer, exec vp-client svcs/mktg; John Geryak, exec vp-art; John Racik, exec vp-OTC div.

Phone: (212) 878-3700.

Keller-Crescent Co.

RANK **49**

Evansville, Ind.

($ in millions)

U.S.	1987	1986	% chg
Gross income	23.5	20.3	15.7
Billings	114.5	108.9	5.2

U.S. billings

($ in millions)	1987	1986	% chg
Media	22.1	21.2	4.2
Materials & services	43.2	34.7	24.7
Capitalized fees	49.2	53.0	(7.2)

Workforce/facilities

	1987	1986	% chg
Employees in U.S.	561	560	0.2
Offices in U.S.	2	2	0.0

1987 billings by U.S. office

Office, city	Billings
Keller-Crescent, Evansville, Ind.	92.1
Keller-Crescent, Dallas	22.4

Source: All data from agency reports.

Annual Review

Billings grew 5.2%, as new business and current accounts contributed equally to growth. The overall billings gains came from the Evansville office. By contrast, the Dallas office suffered a billings loss and a 26% drop in employment. Miles D. Jackson, formerly with The Pitluk Group, San Antonio, joined the agency as senior-VP responsible for strengthening new business activities in both cities.

U.S. accounts

Gained: EJA Group; Fruit of the Loom; Monterey House; L.S. Heath & Sons; York International Corp.; Magnivision; McCain Citrus; Roma Corp.; Brooks Foods.

Lost: A&H Truck Line; Haas Cabinet Co.; Brock Hotel Corp.; Acme Boot Co.; Heckethorn Mfg Co.; Union Underwear Co.; Rent-A-Center; Weaver Popcorn Co.; SRX Inc.; Kanawha Valley Bank; Chippewa Shoe Co.; Bexor Polymers; Snacktime; Lewis Bakeries; Trane, Clarksville; Modern Welding Co.; WEHT-TV; Peer Service; North American Green; West Kentucky Gas Co.; D-Patrick; OEC Diasonics; Systems Center.

Officers:

Tom Smythe, president; Robert Hampel, sr exec vp; Al Samuelson, exec vp, dir creative svc; Del Graham, exec vp, prod & oper svc; Fred Kitch, exec vp, mktg & sales; Jack Cohen, exec vp, client svc; Richard Wittgen, sr vp client svc; Ben Fitzpatrick, Frank Ferrara, Ron Edwards, grp vps-client svc; Ron Lucas, Dave Painter, Ronald B. Watkins, Gene Hacker, Ray Canafax, Gary McCamment, Kay Fitzpatrick, Hank Zunk, Pete Quinlan, Don Minton, Paul Huttlin, Dennis Sanner, vps, acct supers; Jim Weitzel, vp-mktg svc; Gerald Ulrich, Betty Chaffin, Pat Fagan, vps-creative dirs; Allen Mounts, vp-human resources; Bob Ubelhor, vp-A/V oper; Eugene Stevens, vp-creative prod svc; Thomas M. O'Connor, mng dir—Dallas; Dick Thomas, exec vp, creative dir—Dallas; Shirley Weiss, vp-media dir—Dallas.

Phone: (812) 426-7777.

Ketchum Advertising

RANK **19**

Pittsburgh

($ in millions)

Worldwide	1987	1986	% chg
Gross income	88.1	75.3	16.9
Billings	660.0	528.5	24.9
U.S.	**1987**	**1986**	**% chg**
Gross income	85.1	69.3	22.8
Billings	610.0	488.5	24.9

✓

U.S. billings

($ in millions)	1987	1986	% chg
Media	393.5	324.3	21.3
Materials & services	56.7	30.8	84.3
Capitalized fees	159.8	133.4	19.8

Workforce/facilities

	1987	1986	% chg
Employees w'wide	1,207	1,110	8.7
Employees in U.S.	1,157	905	27.8
Offices worldwide	17	18	(5.6)
Offices in U.S.	12	12	0.0

1987 billings by U.S. office

Office, city	Billings
Ketchum Advertising, Sunnyvale, Calif.	12.8
Ketchum Advertising, San Francisco	137.3
Ketchum Advertising, Washington	10.4
Ketchum Advertising, New York	119.0
Ketchum Advertising, Pittsburgh	89.1
Ketchum Advertising, Los Angeles	69.5
Ketchum Advertising, Atlanta	6.1
Ketchum Advertising, Chicago	45.8
Ketchum Advertising, Rockville, Md.	32.9
Ketchum Advertising, Louisville	9.8
Ketchum Advertising, Dallas	N/A
Ketchum Advertising, Philadelphia	77.5

Source: All data from agency reports.

Annual Review

Even without billings from acquisitions—Mandabach & Simms, folded into the Chicago office, and Hicks & Griest, merged into the New York unit—growth was 13%. With acquisitions, growth ballooned by 25%. Growth of 14% is estimated for 1988, with over half that coming from existing accounts. Major management changes included the move of Edward L. Graf to vice chairman-cfo from executive VP-cfo, and Herbert D. Gordon became executive-VP of Ketchum Communications from president-Ketchum Yellow Pages. John Fitzgerald moves from president to chairman of the Pittsburgh office and Robert Kroyer from ceo to president of the San Francisco office.

U.S. accounts

Gained: Rust-Oleum, consumer banking; American Electric; Product Partners; Conair; Blue Cross of Western Pennsylvania; Berkey Marketing Co.; Chemical Bank, private banking; Schering, Lotromin; Medlantic Healthcare Group; British Telecom & DuPont Technologies; Rabbit Software; DuPont, Hytrel, packaging polymers, imaging systems; Cyromed; Chicago Board of Trade; Quaker Oats, cereal-foodsvc, Aunt Jemima-foodsvc, Ardmore-foodsvc, foodsvc-new prods; Procter & Gamble, cleaning prods, coin vend, janitorial; Henry House; DHL Airways; Beef Industry Council, Mississippi; Micropro; Shasta Export; Dankin, Inc.; Beatrice, Hunt-Wesson, Fisher Nuts, Rosarita Mexican Foods, tomato—new prods; John Muir Hospital; *Los Angeles Examiner*; Security Pacific Bank.

Lost: PA Tourism-state; Pennsylvania Dept of Commerce; Gardena; Tri-State Acura; Epirotiki Lines; Four Seasons; American Olean Tile; Melitta Inc.; Cooper Cheese; Zartic; St. Joseph Hospital; May & Speh; Bloomfield Industries; Jacobs Suchard/Brach; W.N. Lane; Pillsbury; Perche No! (Princeton Group); Crown Zellerbach; Flecto; Georgia Beef Board; Bank of America; Intl Banana Assn; National Food Processors.

Foreign accounts

Gained: France—British Telecom & DuPont; IDE; Loeul & Piriot; Rabbit. Germany—British Telecom & Du Pont; Ministry of Women & Health; Pronuptia de Paris; Superposter. Hong Kong—Melitta; Regal Hotels Intl. Japan—Blue Nun; Gordon's gin; Seiko Epson, computers; Sonia Rykiel, cosmetics; Tanqueray, gin. Singapore—Avon; Batam Vuew Hotel; Bausch & Lomb; Dr. Payot; Nubret Intl; Singapore Government anti-smoking campaign.

Lost: France—Star. Germany—Dr. Schieffer. Hong Kong & Japan—Alfred Dunhill Ltd. Singapore—Great Pacific Finance; Wisma & Forum.

Officers

William H. Genge, chmn & ceo; Gerald J. Voros, president & coo; Edward L. Graf, vice chmn & cfo; Joseph M. Coogle, exec vp-Ketchum Specialized Communications; John H. Mather, exec vp-info & rsch; Paul Alvarez, president-Ketchum Specialized Communications; David Drobis, ceo-Ketchum PR; Herbert D. Gordon, exec vp; Thomas J. Smith, president-Ketchum Intl; John Fitzgerald, chmn-Ketchum Adv, USA; Robert W. Kroyer, president-Ketchum Adv, USA; J. Craig Mathiesen, president-Ketchum Adv, Los Angeles; Thomas R. Miller, president-Ketchum/Hicks & Greist, N.Y.; Gerald S. Grosso, president-Ketchum Adv, Philadelphia; Irwin Simms, president, Ketchum/Mandabach & Simms, Chicago; Hank Seiden, ceo-Ketchum/Hicks & Greist, N.Y.; Charles Skoog, chmn-Ketchum/Hicks & Greist, N.Y.; James Larkin, exec vp-Ketchum Adv, USA.

Phone: (412) 456-3500.

Keye/Donna/Pearlstein

RANK **85**

Los Angeles

($ in millions)

U.S.	1987	1986	% chg
Gross income	11.9	9.5	25.5
Billings	79.4	63.3	25.5

✓

U.S. billings

($ in millions)	1987	1986	% chg
Media	69.6	52.6	32.4
Materials & services	5.7	6.1	(6.6)
Capitalized fees	4.2	4.7	(9.9)

Workforce/facilities

	1987	1986	% chg
Employees in U.S.	105	103	1.9
Offices in U.S.	4	3	33.3

Top 10 U.S. agencies in supplement billings

Rank	Agency	Supplement billings 1987	Supplement billings 1986	U.S. billings 1987	U.S. billings 1986
1	Foote, Cone & Belding Communications	13.0	12.9	1,369.7	1,389.2
2	Young & Roehr	9.5	7.9	16.2	13.5
3	Brouillard Communications	9.3	6.3	66.5	66.6
4	Leo Burnett Co.	7.8	16.3	1,550.0	1,361.6
5	BBDO Worldwide	6.5	5.4	1,179.4	1,126.7
6	Campbell-Mithun	6.4	5.7	425.8	380.2
7	N W Ayer	6.2	N/A	878.0	672.0
8	Ross Roy Group	5.2	4.0	475.3	416.0
9	Tatham-Laird & Kudner	4.7	3.0	241.6	238.5
10	TBWA Advertising	3.8	3.1	125.9	104.7

NOTES: Dollars are in millions. Billings of subsidiaries listed on Page 4 are not included in parent company totals in this table. Data is compiled from 442 agencies reporting billings by media.

1987 billings by U.S. office

Office, city	Billings
Keye/Donna/Pearlstein, Los Angeles	79.4
Keye/Donna/Pearlstein, New York	N/A
Keye/Donna/Pearlstein, Chicago	N/A
Keye/Donna/Pearlstein, Atlanta	N/A

Sources: All data from agency reports.

Annual Review

Healthy billings growth of 25.5% in 1987 is expected to continue through 1988. Foundation for growth is increased spending from existing clients, particularly Suzuki of America Dealers through new product introduction, and Coast Savings & Loan. Increases in 1987 were split between new business at $12.5 million and existing business at $12 million, which more than compensated for losses of $8.5 million. The agency added a one-man service office in Chicago.

U.S. accounts

Gained: Coast Savings & Loan Associations; Suzuki of America Dealer's Associations.

Lost: American Hawaii Cruises, Tomy Corp.; VLI Corp.

Officers

Leonard Pearlstein, president & ceo; Paul Keye, chmn, creative dir; Mario Donna, principal; William Bragg, exec vp; Steven Koskela, vp, cfo; Timothy Braybrooks, Paul Decker, Jeff Roll, vps, assoc creative dirs.

Phone: (213) 477-0061.

Kobs & Brady Advertising

RANK 80

Chicago

($ in millions)

U.S.	1987	1986	% chg
Gross income	12.8	12.0	6.5
Billings	85.3	81.0	5.3

U.S. billings

($ in millions)	1987	1986	% chg
Media	18.8	16.8	11.9
Materials & services	4.9	4.3	15.3
Capitalized fees	61.6	59.9	2.7

Workforce/facilities

	1987	1986	% chg
Employees in U.S.	149	141	5.7
Offices in U.S.	3	3	0.0

1987 billings by U.S. office

Office, city	Billings
Kobs & Brady, San Francisco	3.2
Kobs & Brady, Chicago	42.1
Kobs & Brady, New York	40.1

Source: All data from agency reports.

Annual Review

Growth narrowed to 5.3% for this direct marketing-oriented agency which falls under the Backer Spielvogel Bates wing of the Saatchi & Saatchi PLC organization. That was down from 15.2% and 35.2% in 1986 and 1985, respectively, but K&B predicts 15% growth in 1988 as closer ties are forged with Saatchi. New business worth $3 million came from Paramount Pictures Corp. ($1 million) and U.S. Mint ($2 million); existing business added $2 million, all from Home Box Office; and losses ran $1 million, traced to the departure of Ameritech Mobile Communications.

U.S. accounts

Gained: Harrah's Marina; Perrier Group; Polaroid; Life Fitness; Playboy Home Video; The Signature Group; United States Mint; FHP Inc.; Paramount Pictures Corp.

Lost: North American Philips; American Express Life Assurance; Ameritech Mobile Communications; Allstate Insurance Co.

Officers

Jim Kobs, chmn; Howard Draft, president; Tom Brady, Roy Beauchamp, exec vps; Sandy Toback, Dan Ginsburg, Sid Liebenson, Lynn Fantom, Glenn Peters, Sandy Moltz, Amelia Capriulo, Larry Blank, sr vps; Richard Meyers, vp-dir fin.

Phone: (312) 944-3500.

Kornhauser & Calene

RANK 74

New York

($ in millions)

U.S.	1987	1986	% chg
Gross income	13.8	13.2	4.5
Billings	122.0	120.0	1.7

✓

U.S. billings

($ in millions)	1987	1986	% chg
Media	118.0	117.0	0.9
Materials & services	1.0	1.0	0.0
Capitalized fees	3.0	2.0	50.0

Workforce/facilities

	1987	1986	% chg
Employees in U.S.	115	107	7.5
Offices in U.S.	1	1	0.0

Sources: All data from agency reports.

Annual Review

Even though billings increased only 2% in 1987, K&C forecasts major growth in 1988 reflecting the impact of a full year's worth of spending from new clients and mid-1987 developments in the agency's creative that included bringing onboard Dennis Barham as the new creative director from Wells, Rich, Greene. New business was led by GAF Building Materials Corp. ($5 million in annualized billings), First Jersey National Bank ($4 million) and Palmolive Labs ($3 million).

U.S. accounts

Gained: GAF Building Materials Corp., Timberline, Woodline, Slateline, Royal Sovereign, GAFGlas; Palmolive Labs, div of Colgate-Palmolive, New Again, Just Me, Teen Clean; First Jersey National Bank; Boyle-Midway, Sani-Flush. The agency did not lose any accounts.

Officers

Henry Kornhauser, chmn-ceo; Dennis Barham, vice chmn, creative dir; Neve Savage, vice chmn, acct mgr; William Nicholson, coo, corporate secy; Robert Palmer, exec dir-media mgmt committee; Stanley Turk, Ralph Hirsch, Alan Yarnoff, Kenmore Emerson, exec vps; Bob Ballerini, Marvin Davis, Vincent McKenna, Larry Nunno, sr vps-acct dirs; Robert Snyder, Lisa DuBose, sr vps-exec creative dirs; Ron Ross, Albert Feldman, sr vps-creative dirs; Pamela Maythenyi, sr vp-dir of bcst prod; Robert DeStefan, sr vp-print prod; Gary Faver, sr vp-media dir; Paul Schneller, sr vp-rsch dir.

Phone: (212) 490-1313.

Lally, McFarland & Pantello

RANK 69

New York

($ in millions)

U.S.	1987	1986	% chg
Gross income	15.2	9.7	57.4
Billings	67.6	43.3	56.2

✓

U.S. billings

($ in millions)	1987	1986	% chg
Media	6.0	3.8	59.8
Materials & services	0.0	0.0	0.0
Capitalized fees	61.6	39.5	55.9

Workforce/facilities

	1987	1986	% chg
Employees w'wide	80	70	14.3
Employees in U.S.	78	70	11.4
Offices worldwide	2	2	0.0
Offices in U.S.	1	1	0.0

Sources: All data from agency reports.

Annual Review

Billings shot up 56% as LM&P in 1987 and are expected to cool off to a lower 25% in 1988. Billings totals for new business and existing business grew $12 million each. There were no losses. The agency concentrates on medical and direct mail.

U.S. accounts

Gained: Procter & Gamble, Folgers Decaf coffee, Citrus Hill Plus Calcium Orange Juice; Adria Labs, Nitrol Ointment, Adriamycin; Norwich Eaton Pharmaceuticals, Didronel; Serono, Fibrel.

Lost: None.

Foreign accounts

Gained: SR/Rhone Poulenc Pharma.

Lost: None.

Officers

Ronald G. Pantello, president; John M. Lally, vp, creative dir-copy; James R. McFarland, vp, creative dir.

Phone: (212) 532-1000.

Laurence, Charles, Free & Lawson

RANK 31

New York

($ in millions)

U.S.	1987	1986	% chg
Gross income	41.5	39.4	5.3
Billings	302.0	287.0	5.2

U.S. billings

($ in millions)	1987	1986	% chg
Media	269.5	254.5	5.9
Materials & services	16.5	16.5	0.0
Capitalized fees	16.0	16.0	0.0

Workforce/facilities

	1987	1986	% chg
Employees in U.S.	322	317	1.6
Offices in U.S.	4	4	0.0

1987 billings by U.S. office

Office, city	Billings
LCF&L, Bloomfield Hills, Mich	N/A
LCF&L, Indianapolis	N/A
LCF&L, New York	302.0
LCF&L, Milwaukee	N/A

Sources: All data from agency reports.

Annual Review

Mickelberry Corp. sold this agency for $23 million to Lowe Howard-Spink & Bell of London which separately owns 30% of Interpublic's New York-based Lowe Marschalk. LCF&L will be aligned with London-based Allen Brady & Marsh, the agency Lowe Howard-Spink bought in June, 1986. Billings were up 5.2% at LCF&L in 1987, and included increased spending from existing clients Bristol-Myers and Thompson Medical. The National Distiller liquor account was lost after the division was purchased by American Brands.

U.S. accounts

Gained: Bristol-Myers, Ban Antiperspirant; Dial Corp., Armour Dial div-new products; Drackett Co., Behold; Thompson Medical-new products; McDonald's Co-ops, Green Bay/Upper Peninsula, Southern Wisconsin/Northern Illinois Owner-Operators Assn.

Lost: National Distillers.

Officers

Charles Goldschmidt, chmn-exec committee; Thomas E. Lawson, president, ceo; Laurence D. Dunst, chmn; F. William Free, Martin Smith, vice chmn; Alfred L. Evans Jr., Frank Macina, Alfred Magnane, Paul Hodges, Samuel Alfstad, Todd Middleton, Fred Turdik, Janice Clements, exec vps; Dan Franklin, Douglass Bomeisler, Robin Koval, Richard Goldschmidt, Jody Wiethoff, Robert Adler, Paul Hiromura, Ellen Goldschmidt, Jack Mitnick, sr vps.

Phone: (212) 213-4646.

English agency actually retreats

Geers Gross was originally founded in London. More recently the agency entered the New York market to build up a strong U.S. billing's base of $170 million. In a *roll-reversal it retreated to Britain following* the buyout of its U.S. shop by McCann-Erickson, part of the Interpublic Group of Companies.

Lavey/Wolff/Swift

RANK 95

New York

($ in millions)

U.S.	1987	1986	% chg
Gross income	10.8	8.9	20.9
Billings	72.2	59.7	20.9

✓

U.S. billings

($ in millions)	1987	1986	% chg
Media	0.0	0.0	0.0
Materials & services	0.0	0.0	0.0
Capitalized fees	72.2	59.7	20.9

Workforce/facilities

	1987	1986	% chg
Employees w'wide	72	112	(35.7)
Employees in U.S.	72	112	(35.7)
Offices worldwide	6	5	20.0
Offices in U.S.	4	3	33.3

Sources: All data from agency reports.

Annual Review

The agency reported a 20.9% increase in billings—60% from budget growth from existing clients and the rest from new business. No accounts were lost. Although the agency has two overseas offices, all billings are credited to U.S. offices. A new office was opened in Beverly Hills, Calif., and serves as an additional office for PRISM International, its pr division. Returns for the agency are included in those of BBDO Worldwide, an Omnicom Group unit.

U.S. accounts

Gained: Burroughs Wellcome; Rich Foods; Wellcome Diagnostics; Schmid Labs.

Lost: None.

Officers

John F. Swift, president & ceo; Kenneth H. Lavey, chmn, creative dir; Charles A. Rockefeller, exec vp; Al Gerstein, sr vp, assoc creative dir; Ronald J. Furedi, Jeremy S. Lee, Robert P. Smith, sr vps, acct group supers.

Phone: (212) 593-3630.

Al Paul Lefton Co.

RANK 99

New York

($ in millions)

Worldwide	1987	1986	% chg
Gross income	10.6	10.5	1.0
Billings	70.8	70.0	1.1

U.S.	1987	1986	% chg
Gross income	10.4	10.3	1.0
Billings	69.6	68.8	1.2

U.S. billings

($ in millions)	1987	1986	% chg
Media	55.0	55.2	(0.4)
Materials & services	4.9	4.4	11.4
Capitalized fees	9.7	9.2	5.4

Workforce/facilities

	1987	1986	% chg
Employees in U.S.	180	185	(2.7)
Offices in U.S.	2	2	0.0

1987 billings by U.S. office

Office, city	Billings
Al Paul Lefton Co., Philadelphia	37.1
Al Paul Lefton Co., New York	33.7

Source: All data from agency reports.

Annual Review

A mixture of $3.2 million in new business, reduced spending of $1.3 million from existing clients, lost business totaling $1.1 million, and static activity overseas led to a 1.5% growth in billings. Growth of 10.8% is projected for 1988, reflecting a restoration of 1987 budget cuts, full-year returns from new clients, and new business from Accu-Sort and Laventhol & Horwath added in January, 1988. The pr ($1.7 million in 1987) and direct marketing divisions and Lefton Design Studio, established in November, 1987, should stimulate growth. James W. North was promoted from executive-VP to general manager of the New York office upon the retirement of Grayson F. Lathrop early last year.

U.S. accounts

Gained: Harrah's Marina Hotel Casino; Rouse & Associates.

Lost: Pitney Bowes Credit Corp.; Chrysler Plymouth Dealers, Upstate Pa.

Officers

Al Paul Lefton Jr., president; James W. North, exec vp; Norman Lewis, cfo.

Phone: (215) 923-9600.

Levine, Huntley, Schmidt & Beaver

RANK 45

New York

($ in millions)

U.S.	1987	1986	% chg
Gross income	26.9	18.8	43.5
Billings	181.8	125.2	45.2

U.S. billings

($ in millions)	1987	1986	% chg
Media	138.7	85.9	61.4
Materials & services	15.2	11.8	29.1
Capitalized fees	28.0	27.6	1.5

Workforce/facilities

	1987	1986	% chg
Employees in U.S.	225	208	8.2
Offices in U.S.	6	4	50.0

1987 billings by U.S. office

Office, city	Billings
LHS&B, San Antonio, Texas	N/A
LHS&B, Boca Raton, Fla.	N/A
LHS&B, Lancaster, Pa.	N/A
LHS&B, Sacramento, Calif.	N/A
LHS&B, New York	181.8
LHS&B, Irvine, Calif.	N/A

Sources: All data from agency reports.

Annual Review

This subsidiary of Grey Advertising recorded a 45.2% growth in billings, compared with a 43.3% growth in 1986, and predicts a similar pattern in 1988, primarily because of new business being pitched. Existing business highlighted by Subaru of America, General Foods and Citizen Watches contributed to the bulk of the increase. New business contributed $33.9 million in billings, while lost business was substantial at almost $40 million.

U.S. accounts

Gained: Genesee Brewing; US Healthcare; Oscar Mayer; Beneficial Corp.; Panasonic; Chase Manhattan Bank.

Lost: Management Science America; Telecom Plus Intl; Knoll Intl; Wataburger.

Officers

Robert H. Schmidt, chmn, president & ceo; Harold Levine, chmn-exec committee; Allan Beaver, vice chmn, dir-creative svcs; Terry Bonaccolta, James Dragoumis, Raymond J. Marione, Jane Pack, Donald A. Peppers, sr vps, group dirs; Matthew R. Bud, sr vp-fin; Alan Chalfin, Anthony DeGregorio, Lee Garfinkel, G. Jay Taub, sr vps, creative dirs; Robert A. Nelson, sr vp, exec producer; Tod M. Seisser, sr vp, creative dir; Philip Sklar, John T. Wheaton, sr vps, mgmt supers; Leonard Sternbach, sr vp-oper.

Phone: (212) 557-0900.

Lewis, Gilman & Kynett

RANK 58

Philadelphia

($ in millions)

U.S.	1987	1986	% chg
Gross income	19.2	18.3	4.9
Billings	128.0	122.0	4.9

✓

U.S. billings

($ in millions)	1987	1986	% chg
Media	82.0	78.8	4.1
Materials & services	12.4	11.2	10.7
Capitalized fees	33.6	32.0	5.0

Workforce/facilities

	1987	1986	% chg
Employees in U.S.	275	280	(1.8)
Offices in U.S.	3	3	0.0

Sources: All data from agency reports.

Annual Review

New business contributed 83% of the billing's growth at this FCB subsidiary, with major contributions from Keystone Health Plan East, Atlantic Financial Federal and Panasonic. Existing business added another $2 million, largely from Bell Atlantic, Marriott and AMP, and lost accounts deducted $1 million. Increased spending by existing clients will anchor growth in 1988. No major shift in the budget mix between media and sales promotion is expected.

U.S. accounts

Gained: Hercules-Aqualon; Keystone Health Plan East; Panasonic; Atlantic Financial Federal; United Engineers & Constructors; National Liberty Insurance, special projects.

Lost: Iveco; Germantown Savings.

Top 10 U.S. agencies in radio billings

Rank	Agency	Radio billings 1987	Radio billings 1986	U.S. billings 1987	U.S. billings 1986
1	Saatchi & Saatchi Advertising	100.7	N/A	1,678.4	1,638.7
2	Bozell, Jacobs, Kenyon & Eckhardt	97.8	93.5	1,150.0	1,090.0
3	Young & Rubicam	96.9	77.5	2,031.1	1,871.2
4	J. Walter Thompson Co.	87.0	93.7	1,554.3	1,665.5
5	McCann-Erickson Worldwide	66.0	N/A	1,078.0	979.3
6	Ogilvy & Mather Worldwide	65.0	54.0	1,424.2	1,366.8
7	Backer Spielvogel Bates Worldwide	64.1	N/A	983.7	1,036.0
8	D'Arcy Masius Benton & Bowles	63.8	87.5	1,162.3	1,146.8
9	Grey Advertising	62.6	48.0	1,455.4	1,358.0
10	Wells, Rich, Greene	61.2	46.6	765.0	665.2

NOTES: Dollars are in millions. Billings of subsidiaries listed on Page 4 are not included in parent company totals in this table. Data is compiled from 442 agencies reporting billings by media.

Officers

Robert G. Wilder, chmn; John K. Kaiser, president, ceo; Robert G. Genello, exec vp; Peter J. Keenan, sr vp-fin & admin; Jacqueline P. Lowell, sr vp-exec creative dir; John R. Trumbore, sr vp-dir of corp. planning & rsch; Joseph F. Barone, Michael A. Loprete, Phillip R. Pegg, sr vps-grp mgmt supers; Edward Mahlman, A. Thomas Tebbens, vp-grp mgmt supers.

Phone: (215) 568-3775.

Lintas: Worldwide

RANK 8

New York

($ in millions)

Worldwide	1987	1986	% chg
Gross income	417.9	324.6	28.7
Billings	2,787.2	2,231.7	24.9

U.S.	1987	1986	% chg
Gross income	166.1	156.6	6.1
Billings	1,107.9	1,044.2	6.1
✓			

Workforce/facilities

	1987	1986	% chg
Employees w'wide	5,364	4,887	9.8
Employees in U.S.	1,390	1,494	(7.0)
Offices worldwide	N/A	N/A	0.0
Offices in U.S.	N/A	N/A	0.0

1987 billings by major office

Office, city	Billings
Lintas:Campbell-Ewald, Los Angeles	25.3
Lintas:Campbell-Ewald, Dallas	N/A
Lintas:Campbell-Ewald, Warren, Mich.	493.0
Lintas:Campbell-Ewald, Chicago	2.7
Lintas:Campbell-Ewald, Miami	17.2
Lintas:Campbell-Ewald, Atlanta	N/A
Lintas:New York, New York	569.8

Sources: 1987 data from agency reports. 1986 data is historic.

Annual Review

Parent Interpublic joined SSC&B:Lintas with Campbell-Ewald to form Lintas:Worldwide in October, 1987. The new group is comprised of two divisions —Lintas:International and Lintas:USA. U.S. offices of Lintas:USA also bear the Campbell-Ewald tag, except in New York. There were no client conflicts in the merger. The only offices actually merged were in New York where Campbell-Ewald had a minor presence. Interpublic felt that this larger network could better serve client needs. New business included MasterCard ($51 million), Vistakon ($15 million), Vintners Intl ($8 million) and G.H. Bass & Co. ($5 million). Added expenditures came from Chevrolet ($17 million) and Carnation ($12 million). Losses included Mennen ($16 million), National Car Rental ($10 million), Tenneco ($8 million) and Timberland ($4 million).

U.S. accounts

Gained: Lintas:New York (including VOS Direct): Leading Hotels of the World, Vintners Intl, MasterCard, I.E.I. (Imperial Enterprises), Cook Publishers. Lintas:CECO Communications: Communique (telecommunications). Lintas:Campbell-Ewald: Lionel toys, William Beaumont Hospital.

Lost: Lintas:New York (including VOS Direct): Speedy Muffler, Timberland Shoes. Lintas:Campbell-Ewald: National Car Rental, Mennen.

Foreign accounts

Gained: Beiersdorf—Austria (band-aids), Chile (Tesa tape); Minolta copier-Austria, Belgium, Denmark, England, Germany, Italy; Nestle—France (Friskies, Chambourcy Yogurt), Switzerland (petfood/media); Sterling Drug—France (Valda lozenges), Australia (media), Hong Kong (Panadol), Taiwan (W[illegible]nthrop Laboratories), Thailand (Eye Mo, Carglo polish); Quaker-Italy (Gatorade, cereals, petfood), Taiwan (oatmeal); Computer Management Group—England, Netherlands; Bayer-Netherlands (Satina), Brazil (Delial); Royal Caribbean Cruise Lines—Switzerland, Norway; Unilever—Australia (media/Chesebrough Pond's), Thailand (hair care, Pepsodent), Singapore (Lipton tea).

Lost: Alfa Romeo cars—Austria, Belgium, France, Germany, Netherlands, Switzerland; Unilever—England (Mentadent toothpaste), Spain (Vim detergent); Philips—Argentina, Japan (corporate); Coca-Cola—Canada (Classic), Mexico (Fanta, Cappy).

Officers

Lintas:Worldwide—William V. Weithas, bd chmn-ceo; Kenneth Robbins, deputy bd chmn, chmn-ceo Lintas:Intl; bd members—Eugene P. Beard, Andre M.R. Bernard, Francis J. DeVito, Kamthorn Kamolvarinthip, Lawrence E. Lamattina, Anthony W. May, R.A.H. McLaren, Mark J. Penney, Spencer Plavoukos, Manolo Ramiro, Kenneth L. Robbins, Rolando Sainz de la Pena, John P. Sweeting, Enrique Tejerina, William V. Weithas, Gerald Wright, Ingo Zuberbier. Lintas:USA—Richard D. O'Connor, vice chmn, Lintas:USA, chmn-ceo, Lintas:Campbell-Ewald; Spencer Plavoukos, vice chmn, Lintas:USA, chmn-ceo, Lintas:New York; bd members—William V. Weithas, Spencer Plavoukos, Francis J. DeVito, F. Stone Roberts, Lawrence E. Lamattina, Richard D. O'Connor, Patrick A. Dow, Sean K. Fitzpatrick, Robert H. Schirmer, Louis M. Schultz. Lintas:New York—Spencer Plavoukos, chmn-ceo; Francis J. DeVito, president-dir creative svcs; William A. Overlock, exec vp-fin & admin; F. Stone Roberts, group exec vp; Louis M. Schultz, exec vp-dir media svcs, Lintas:USA; Jan T.L. Homan, exec vp-dir strategic plng & rsch, Lintas:USA. Lintas:Campbell Ewald—Richard D. O'Connor, chmn-ceo; Peter A. Dow, president-coo; Robert P. Roselle, exec vp, chief fin & admin officer; Sean K. Fitzpatrick, vice chmn, exec dir creative svcs; Robert H. Schirmer, exec vp, dir client svcs; Eugene F. Taylor, exec vp, asst to chmn; Ronald W. Mitchell, exec vp, dir agency plng; Louis M. Schultz, exec vp, dir media svcs, Lintas:USA; Jan T.L. Homan, exec vp, dir strategic plng & rsch, Lintas:USA. Lintas:CECO—James I. Bernardin, chmn-ceo; Frank E. Hoag Jr., president-coo. Lintas:VOS Direct—Thomas J. Turner, chmn-ceo; Lewis M. Smith Jr., exec vp, dir creative svcs.

Phone: (212) 605-8000.

Lord, Geller, Federico, Einstein

RANK 41

New York

($ in millions)

U.S.	1987	1986	% chg
Gross income	31.8	29.4	8.3
Billings	221.3	212.2	4.3
✓			

U.S. billings

($ in millions)	1987	1986	% chg
Media	169.4	159.5	6.2
Materials & services	33.3	26.0	28.1
Capitalized fees	18.6	26.7	(30.2)

Workforce/facilities

	1987	1986	% chg
Employees in U.S.	325	314	3.5
Offices in U.S.	1	1	0.0

Sources: All data from agency reports.

Annual Review

Billings increased 4.3% in 1987 with three-quarters of that increase from existing business—mainly IBM, which consolidated its U.S. advertising at the agency in 1987. Lost business amounted to $7.5 million. The existing client base will be the major force behind a projected 15% increase in billings for 1988 as four new clients joined the agency late in the year.

U.S. accounts

Gained: *The New Yorker*; Prince Manufacturing; *The Wall Street Journal*; IBM, Marketing Image, Sector Solutions; Crowthers Ltd., Ford Beckman.

Lost: Northrop Corp.; Analog & Digital Systems; F. Schumacher & Co. VHA/Partners.

Officers

Richard J. Lord, chmn, ceo; Norman Geller, Gene Federico, Edward D. Yaconetti, vice chmn; Arthur W. Einstein Jr., president; C. Ray Freeman, exec vp, gen mgr; Kevin B. O'Neill, exec vp, creative dir; J. William Wardell, Bruce L. Albert, sr vps, mng dirs; Marianne Caponnetto, sr vp, dir of media svc; John P. Curran, sr vp, dir of network radio/tv pgm; Jean-Claude Kaufmann, sr vp, dir bdcst prod; Lewis E. Eichenholtz, sr vp-cfo, dir-agency operations.

Phone: (212) 421-6050.

Lowe Marschalk

RANK 27

New York

($ in millions)

U.S.	1987	1986	% chg
Gross income	45.6	49.0	(7.0)
Billings	304.2	326.9	(7.0)
✓			

Workforce/facilities

	1987	1986	% chg
Employees in U.S.	461	512	(10.0)
Offices in U.S.	N/A	N/A	0.0

1987 billings by U.S. office

Office, city	Billings
Lowe Marschalk, New York	230.3
Lowe Marschalk, San Francisco	17.7
Lowe Marschalk, Houston	16.0
Lowe Marschalk, Cleveland	41.0

Sources: All data from agency reports, except billings by office, which are AA estimates.

Annual Review

Lost accounts and average budget cutbacks of 12.5% led to the 7% decrease in billings in 1987. Lost accounts were Gorham ($5 million), Royal Viking ($5.5 million), Bob Evans ($5.5 million), Gillette ($3 million), Parker Pen ($2 million) and Chesebrough-Pond's ($5 million). However, new business totaled an annualized $72 million. This new business along with increases anticipated from Johnson & Johnson and Exxon will provide a base for growth in 1988. The agency continues a strong new business push noting that over 50% of all accounts sought were gained in 1987. Lowe Marschalk is the U.S. side of Lowe Marschalk Worldwide. The U.S. agency is 70% owned by Interpublic and 30% by Lowe Howard-Spink & Bell PLC, London.

U.S. accounts

Gained: New York: Mennen, Antonovich Furs. San Francisco: DEP (Lavoris, Topol, Cuticara soap, Porcelana.

Lost: New York: Gillette (shaving, appliances), Unilever's Chesebrough-Pond's Q-Tips, Gorham. Cleveland: Bob Evans sausages. San Francisco: Royal Viking Lines.

Officers

Michael S. Lesser, chairman-ceo; Andrew J. Langer, president; Richard Villante, exec vp, genl mgr; Barry R. Linsky, Craig D. Johnson, exec vps; Eric J. Einhorn, exec vp, acct mgmt; Stuart J. Agres, exec vp, dir strategic plng; James D. Johnson, exec vp, mng dir, Marketing Group; Stephen M. Segal, exec vp, media dir; Andrew Aliprandi, exec vp, fin & admin; John L. Oliver, sr vp, acct mgmt; Kenneth I. Roffe, exec vp, ceo-Cleveland; Jeffrey Adams, exec vp, ceo-San Francisco.

Phone: (212) 708-8800.

Profiles with a check (✓) indicate an independent CPA or accounting firm has reviewed the gross income reported and signed a statement of verification supplied or approved by ADVERTISING AGE. *See story on Page 4.*

MARCOA DR Group

RANK 60

Chicago

($ in millions)

U.S.	1987	1986	% chg
Gross income	17.8	16.4	8.5
Billings	119.2	110.1	8.3
✓			

U.S. billings

($ in millions)	1987	1986	% chg
Media	119.2	110.1	8.3
Materials & services	0.0	0.0	0.0
Capitalized fees	0.0	0.0	0.0

Workforce/facilities

	1987	1986	% chg
Employees in U.S.	177	173	2.3
Offices in U.S.	4	4	0.0

1987 billings by U.S. office

Office, city	Billings
MARCOA DR Group, Newport Bch., Cal.	N/A
MARCOA DR Group, Chicago	56.2
MARCOA DR Group, New York	36.0
MARCOA DR Group, Boston	23.0

Sources: All data from agency reports, except billings by office, which are AA estimates.

Annual Review

This direct marketing agency, part of the BBDO Worldwide network in the Omnicom Group, was formed by a merger of three shops in December, 1986. The billings mix producing growth of 8.3% in 1987 was $16 million in billings from five new accounts, $12 million from the loss of five clients, and $5 million from expanded budgets of existing business, particularly Motorola, Bank of Boston, Ashton Drake, Fingerhut and Sears. Growth for 1988 is expected to hit 10% to 15%.

U.S. accounts

Gained: Disney Channel; Gillette; U.S. Navy; Save the Children Foundation; Uptown Federal.

Lost: Field Publications; Mary Kay Cosmetics; Alfred J. Dunhill; Sybervision; Encyclopaedia Britannica.

Officers

C. James Schaefer, chmn; David Hefter, president-corp; George J. Zahka, chmn-exec committee; Ronald T. Perrella, president-Chicago; David L. King exec vp, chmn-finance committee; Carmen Baez, exec vp-Boston; Marshall Barrett, exec vp-N.Y.; Lloyd Kieran, exec vp, genl mgr-Newport Beach; Arthur Wilson, Michael Seymour, exec vps-N.Y.

Phone: New York: (212) 951-7200; Chicago: (312) 454-0660; Boston: (617) 482-7300.

Martin Agency

RANK 68

Richmond, Va.

($ in millio[illegible]

U.S.	1987	1986	% chg
Gross income	15.4	13.5	13.5
Billings	102.6	90.3	13.5
✓			

U.S. billings

($ in millions)	1987	1986	% chg
Media	102.6	90.3	13.5
Materials & services	0.0	0.0	0.0
Capitalized fees	0.0	0.0	0.0

Workforce/facilities

	1987	1986	% chg
Employees in U.S.	N/A	N/A	0.0
Offices in U.S.	N/A	N/A	0.0

Sources: All data from agency reports.

Annual Review

Ending its first full year as a subsidiary of Scali, McCabe, Sloves, the agency managed a moderate $12.3 million growth in billings with $7.3 million of that from new accounts. Major new players with estimated annualized billings were Blue Cross/Blue Shield of Florida ($10.4 million), *Standard Register* ($3 mi[illegible]), Virginia Division of Tourism ($3.[illegible] million) and Mash's Inc. ($1 million). Growth from existing clients of $6 million included Alcatel ($2 million), Virginia Power ($2 million) and Signet Bank ($2.4 million). Lost business totaled only $1 million. Because of an active plan to acquire new business, the projected billings increase for 1988 is 20%.

U.S. accounts

Gained: Blue Cross/Blue Shield of Florida; Virginia div of Tourism; *Standard Register*; Mash's Inc.

Lost: Student Loan Marketing Assn; Consolidated Minerals.

Officers

David Martin, chmn, exec committee; Harry Jacobs, chmn; Donald Just, president; James Hughes, vice chmn; John B. Adams, exec vp-acct svcs; Ralph J. Thompson, exec vp-admin; Thomas Robinson, Paul McKee, sr vps-acct svcs; Dale Brown, sr vp-agency svcs; Jerry Torchia, sr vp-creative; Thomas Weatherly, controller; Morty Baran, sr vp-dir bcst production.

Phone: (804) 254-3400.

William Douglas McAdams

RANK 70

New York

($ in millions)

U.S.	1987	1986	% chg
Gross income	15.2	15.6	(2.3)
Billings	101.9	103.7	(1.7)
✓			

U.S. billings

($ in millions)	1987	1986	% chg
Media	65.0	66.0	(1.5)
Materials & services	0.0	0.0	0.0
Capitalized fees	36.9	37.7	(2.1)

Workforce/facilities

	1987	1986	% chg
Employees in U.S.	159	165	(3.6)
Offices in U.S.	1	1	0.0

Sources: All data from agency reports.

Annual Review

This medical agency suffered a 2% decline in billings and was rescued from greater losses by the acquisition of the General Nutrition Corp. account ($1.3 million). The agency lost $300,000 with the departure of the Block Drug account and had declines from existing clients just under $3 million, mainly from Pfizer and Glaxo. Growth for 1988 is dependent on product introductions by clients awaiting FDA approval of new product applications.

U.S. accounts

Gained: General Nutrition Corp.

Lost: Block Drug Co.

Officers

Irwin C. Gerson, chmn-ceo; William M. Wolf, vice chmn; Anthony J. D'Onofrio, president, coo; Joseph G. Carobene, Howard A. Mandelbaum, Ronald J. Vignone, exec vps; Victor Trasoff, sr vp-exec art dir; Thomas Haynes, Walter Scott, sr vps-art; Claire Anderley, sr vp-copy; Barnett Mennen, David Zackson, sr vps-medical dirs; Brian Boyle, treas, cfo; Eugene Fine, sr vp-mgmt super.

Phone: (212) 698-4000.

McCaffrey & McCall

RANK 30

New York

($ in millions)

U.S.	1987	1986	% chg
Gross income	42.1	31.0	35.8
Billings	308.9	203.7	51.6

Workforce/facilities

	1987	1986	% chg
Employees w'wide	N/A	N/A	0.0
Employees in U.S.	N/A	N/A	0.0
Offices worldwide	N/A	N/A	0.0
Offices in U.S.	N/A	N/A	0.0

Sources: All data from agency reports.

Annual Review

Under the Saatchi & Saatchi PLC umbrella, M&M expanded to include Rumrill-Hoyt's New York office ($60 million annualized) and Fairfax Advertising ($40 million)—both S&S units. The agency converted Fairfax to McCaffrey & McCall National Offices, with offices in Atlanta, Indianapolis and Irvine, Calif., and merged Fairfax, New York, into the main M&M office. The R-H linkup also gave M&M a Toronto office to handle Burroughs-Wellcome and Bacardi, two R-H clients. Seven other field offices were founded to service new client, Mercedes-Benz Dealer Program. Including 1986 billings from the merged S&S units in M&M totals, M&M had actual 1987 growth of about 5.1% based on restated 1986 billings of $293 million. Increased spending from existing clients, mainly T. Rowe Price, Chase Manhattan Bank and Hartford Insurance Group, produced the gain. New accounts basically cancelled

Top 10 U.S. agencies in network TV billings

Rank	Agency	Network TV billings 1987	Network TV billings 1986	U.S. billings 1987	U.S. billings 1986
1	Leo Burnett Co.	675.4	591.9	1,550.0	1,361.6
2	Saatchi & Saatchi Advertising	638.0	N/A	1,678.4	1,638.7
3	Young & Rubicam	636.0	657.0	2,031.1	1,871.2
4	Backer Spielvogel Bates Worldwide	598.6	N/A	983.7	1,036.0
5	J. Walter Thompson Co.	509.2	618.0	1,554.3	1,665.5
6	Grey Advertising	507.2	534.7	1,455.4	1,358.0
7	D'Arcy Masius Benton & Bowles	461.0	443.6	1,162.3	1,146.8
8	Ogilvy & Mather Worldwide	391.0	376.0	1,424.2	1,366.8
9	DDB Needham Worldwide	342.1	406.1	1,283.3	1,394.2
10	McCann-Erickson Worldwide	320.0	N/A	1,078.0	979.3

NOTES: Dollars are in millions. Billings of subsidiaries listed on Page 4 are not included in parent company totals in this table. Data is compiled from 442 agencies reporting billings by media.

out losses as Ciba Vision ($5 million annualized), Mercedes dealers ($17 million) and Western Union ($4 million) were added to replace Norelco ($12 million) and Hiram Walker ($8 million), the latter resigned in order to keep Bacardi, inherited from R-H. M&M expects 1988 to be flat primarily because of the economy.

U.S. accounts

Gains: Ciba Vision; Mercedes-Benz Dealer Program; Western Union (direct marketing).

Losses: Norelco; Hiram Walker.

Officers

David B. McCall, chmn, exec committee; Robert H. Cherins, chmn, ceo; Paul Goldsmith, vice chmn; Bruce P.G. McCall, vice chmn-chief creative dir; Gary Landis, president; Exec vps: Ralph H. Cohen, dir client svcs-M&M Direct Marketing; Linden A. Davis Jr., rsch; John Reese, creative dir-M&M Direct Marketing; Norman S. Freedman, William J. Vieser, acct mgmt; Michael Quinn, cfo; H. Thomas Wilson, media.

Phone: (212) 421-7500.

McCann-Erickson Worldwide

RANK 6

New York

($ in millions)

Worldwide	1987	1986	% chg
Gross income	512.5	427.7	19.8
Billings	3,418.5	2,852.7	19.8

U.S.	1987	1986	% chg
Gross income	161.6	146.8	10.1
Billings	1,078.0	979.3	10.1

✓

Workforce/facilities

	1987	1986	% chg
Employees w'wide	7,941	7,412	7.1
Employees in U.S.	1,789	1,661	7.7
Offices worldwide	N/A	N/A	0.0
Offices in U.S.	N/A	N/A	0.0

1987 billings by U.S. office

Office, city	Billings
McCann Healthcare, Morristown, N.J.	23.0
McCann Healthcare, Chicago	46.0
McCann-Direct, New York	54.6
McCann-Erickson, New York	520.0
McCann-Erickson, Los Angeles	70.3
McCann-Erickson, San Francisco	113.4
McCann-Erickson, Louisville	18.5
McCann-Erickson, Seattle	22.8
McCann-Erickson, Houston	64.5
McCann-Erickson, Detroit	98.0
McCann-Erickson, Dallas	16.5
McCann-Erickson, Atlanta	24.0

Source: All data from agency reports, except billings by office, which are AA estimates.

Annual Review

The agency returned a 19.8% worldwide increase in billings. Gains from new business and existing clients matched each other. Some $100 million departed in lost business with $20 million of that from U.S. accounts. Acquisitions included offices in Taiwan, Germany, a healthcare agency in New Jersey-Bogart Delafield Ferrier—and Geers Gross Advertising's U.S. business. Domestic growth was fueled by a 17% increase in the New York office, which did not include about $130 million in billings to be gained from the Geers Gross buyout. McCann purchased the U.S. part of Geers Gross at yearend. Projections for the New York office include breaking the $1 billion mark by 1992. Both home and abroad, M-E plans to enter new markets in 1988 through acquisition. McCann also expects healthy growth from new business.

U.S. accounts

Gained: Atlanta—Banksouth, TVA, Tru Green, Equicor. Detroit—various dealers. Houston—FilmDallas, McDonald's New Orleans Co-op, Allercreme cosmetics, ECI. Los Angeles—Columbia Pictures. Louisville—Conna Bantam Supermarkets, Twinz Potato Chips. New York—Unilever's Chesebrough-Pond's new prods, United Merchants (Etienne Aigner and Villae Apparel). San Francisco—Washington State Apple Commission, Vipont Laboratories (Viadent Oral Hygiene), Datacopy. Seattle—Ranier Bancorporation, Washington State Apple Commission, Darigold milk, Nalley's Fine Foods (snacks, chips). McCann Direct—Government of India, L'Oreal (Warner Fragrances). McCann Healthcare, Chicago—Squibb (Fungizone), Minnetonka Medical (Tran-Versal), Nestle (infant nutritionals), Vipont (Viadent Plaque Removers). McCann & Harrod & Merlin, Canada—California Cooler, Unilever's Chesebrough-Pond's, B.C. Packers. Puerto Rico—P.R. Food & Beverage (India Beer).

Lost: Atlanta—Dunlop sporting goods. New York: American Home Products' Sani-Flush, Haagen Dazs. Seattle—Peoples Bank, Pacific Coca-Cola Bottler. McCann Direct—American Express Platinum Card. McCann Healthcare, Chicago—Sandoz, Bristol Labs, Boehringer Ingleheim.

Foreign accounts

Gained: Olivetti—Austria, England, France, Germany, Greece, Italy, Spain, Switzerland; Buitoni—Belgium, Germany, Argentina, Brazil; Nestle—Denmark (Nescafe, Maggi), Finland, Italy (Friskies); Unilever's Chesebrough-Pond's—England, Greece, Argentina, Brazil; Gillette—England (Braun shaver), Thailand (Liquid Paper, Oral B); Warnaco lingerie—England, France; Sony—Greece (tv), Italy, Portugal; Stefanel—Austria (fashion store), Italy; American Express (Gold Card)—Spain, Sweden, Jamaica (travellers checks, credit card), Trinidad; Time Inc.'s *Time*—Venezuela, Brazil; Columbia Pictures—Sweden, New Zealand, Australia; Schering-Plough—Singapore, Thailand (Coppertone), Hong Kong; Goldcorp Australia (nuggets)—Singapore, Hong Kong.

Lost: Certina watches—Austria (Schmidt), Switzerland; Ebauche watches—Belgium; IBM computers—Finland; Levi Strauss jeans—France; Henkel—France (Teraxdyl toothpaste); Lorenz—Italy; Unilever's CP—Spain (face creams); Citibank/Citicorp—Ecuador; Heublein—El Salvador (Smirnoff); Gillette—Mexico (Soft 'n Dry); Reckitt & Colman—Malaysia, New Zealand.

Officers

Robert L. James, chmn-ceo; John J. McNamara, president-coo; Barry L. Day, John F. Bergin, vice chmn; Eugene H. Kummel, chairman emeritus. Exec vps/worldwide, regional dirs—Gianni Cottardo; Max Cusnir, Asia-Pacific; Michael C. Ferrier; Jens Olesen, Latin America; William J. Shively. Exec vps/worldwide—Bohdan I. Kurylko; Marcio M. Moreira; Michael Sennott; [illegible]ter Hamilton.

Phone: (212) 697-6000.

McKinney & Silver

RANK 64

Raleigh, N.C.

($ in millions)

U.S.	1987	1986	% chg
Gross income	17.2	15.5	11.0
Billings	114.7	103.2	11.2

U.S. billings

($ in millions)	1987	1986	% chg
Media	97.2	N/A	N/A
Materials & services	9.5	N/A	N/A
Capitalized fees	8.0	N/A	N/A

Workforce/facilities

	1987	1986	% chg
Employees in U.S.	135	126	7.1
Offices in U.S.	1	1	0.0

Source: All data from agency reports.

Annual Review

Existing business grew by $11.6 million highlighted by increased spending from Norwegian Caribbean Lines, Piedmont Airlines and Federal National Mortgage. Overall growth of 11.2% was affected by the loss of two accounts resigned late in the year with $6.8 million in annualized billings between them. Charles C. McKinney, chairman-CEO, predicts a "very good year" in 1988 partly because of billings from Bacardi Foods Group, acquired in November.

U.S. accounts

Gained: Bacardi Foods Group.

Lost: Pinkerton Tobacco Co.; Valley Natl Bank.

Officers

Charles C. McKinney, chmn & ceo; Robert Doherty, president; Lloyd Jacobs, exec vp; John Russo, Michael Winslow, Charlie Ashby, Larry Bennett, sr vps-creative; Donald Heineman, James DeVos, Rick Myracle, David Johnston, sr vps, mgmt supers; Janice Hunter, sr vp, media dir; Lee Wellman, sr vp, production/traffic; Toni Jordan, sr vp, controller.

Phone: (919) 828-0691.

Medicus Intercon International

RANK 42

New York

($ in millions)

Worldwide	1987	1986	% chg
Gross income	31.7	24.6	28.9
Billings	237.8	182.9	30.0

U.S.	1987	1986	% chg
Gross income	11.8	9.6	22.4
Billings	102.7	82.4	24.8

✓

U.S. billings

($ in millions)	1987	1986	% chg
Media	16.6	10.1	63.3
Materials & services	12.3	16.0	(23.0)
Capitalized fees	73.9	56.2	31.4

Workforce/facilities

	1987	1986	% chg
Employees w'wide	421	397	6.0
Employees in U.S.	136	127	7.1
Offices worldwide	20	19	5.3
Offices in U.S.	3	3	0.0

1987 billings by U.S. office

Office, city	Billings
Medicus Consumer Com., New York	23.8
Medicus Intercon, New York	60.4
(Medicus) Science & Medicine, New York	18.6

Source: All data from agency reports.

Annual Review

This DMB&B subsidiary posted a 30% increase in worldwide billings, including $12 million in new business, $24 million from existing business, only $2 million in lost accounts and a sizable exchange rate differential. A 12% increase is predicted for 1988 based on new product assignments and continued growth overseas where billings grew 34% in 1987. Particularly strong contributions came from Japan (up 26%), U.K. (up 18%) and Spain (up 57%). Medicus Consumer Communications, the agency's newest U.S. division, increased billings 107% which helped produce a U.S. billings increase of 24.8%.

U.S. accounts

Gained: Ayerst Intl.

Lost: Lakeside Pharmaceuticals, Nicorette.

Foreign accounts

Gained: Canada—Bristol Labs, Ciba-Geigy; Germany—Eli Lilly, Roussel; Hong Kong—Sanofi; Italy: Bayer; Japan—Eli Lilly, Merrell Dow; Spain—Boehringer Ingelheim; U.K.—Boots, Degussa, Rorer Intl.

Officers

Lawrence J. Lesser, chmn & ceo; Hartwig Ellmer, vice chmn; William G. Castagnoli, president; Nicholas F. Maiale, Wilhelm Rall, exec vps, group dirs-intl; Gary A. Elman, sr vp, corp controller; Geoffrey J.D. Bush, vp, intl controller; Jay M. Cohen, exec vp, mng dir-U.S.; Stephen P. King, exec vp, dir-creative svcs, U.S.; Robert E. Gengenbach, Melissa Gryczka, John P. Ibelli, sr vps, dirs-client svcs; Kenneth F. Benjamin, sr vp, dir-mktg & media; Ralph Jacobsen, sr vp, medical dir; Joseph L. Davis, exec vp, mng dir-consumer; Gerald S. Weinstein, exec vp, creative dir-consumer; Robert M. Ross, president-science & medicine; Johannes Aarden, president-Canada.

Phone: (212) 826-0760.

Meldrum & Fewsmith

RANK 78

Cleveland

($ in millions)

Worldwide	1987	1986	% chg
Gross income	13.0	13.5	(3.7)
Billings	80.2	90.0	(10.9)

U.S.	1987	1986	% chg
Gross income	12.4	11.9	4.2
Billings	73.0	82.8	(11.8)

Workforce/facilities

	1987	1986	% chg
Employees in U.S.	149	149	0.0
Offices in U.S.	2	2	0.0

Source: All data from agency reports.

Annual Review

Divestiture of the Chicago office ($12 million in billings) largely contributed to the 10.9% decrease in overall billings. Remaining U.S. clients boosted their budgets 2%. International activity, mainly entailing special projects for Ford Motor Co., remained static. The Southfield, Mich. office was closed and billings were divided between the Cleveland office and the new Holland, Pa., office. Expectations for 1988 are good, reports the agency, because of full-year spending from new accounts acquired late in 1987.

U.S. accounts

Gained: Mr. Coffee, Cedar Wood Village Developers.

Officers

Chris N. Perry, chmn & ceo; Robert Iredell, exec vp, genl mgr; Robert P. Huddilston, sr vp-sec/treas.

Phone: (216) 241-2141.

Miller Advertising Agency

RANK 90

New York

($ in millions)

U.S.	1987	1986	% chg
Gross income	11.1	8.9	24.6
Billings	76.3	59.2	28.9

✓

U.S. billings

($ in millions)	1987	1986	% chg
Media	61.5	52.0	18.3
Materials & services	1.5	1.2	25.0
Capitalized fees	13.3	6.0	121.7

Workforce/facilities

	1987	1986	% chg
Employees in U.S.	180	150	20.0
Offices in U.S.	4	4	0.0

Source: All data from agency reports.

Annual Review

New business of $9.1 million, growth from existing clients of $8 million and no major account losses contributed to a healthy 28.9% growth in billings. Staff increased 20%. Solid growth for the past three years is the basis for Miller's 12% to 15% growth forecast in 1988.

Accounts

The agency did not report accounts lost or gained in 1987.

Officers

Leonard Miller, chmn; Robert Miller, president; Walter Hadrigan, vp-controller; Andrew Miller, vp; Nicole Miller, treas.

Phone: (212) 929-2200.

Muir Cornelius Moore

RANK 94

New York

($ in millions)

U.S.	1987	1986	% chg
Gross income	10.9	9.5	14.8
Billings	72.5	63.1	14.8

✓

U.S. billings

($ in millions)	1987	1986	% chg
Media	72.5	63.1	14.8
Materials & services	0.0	0.0	0.0
Capitalized fees	0.0	0.0	0.0

Workforce/facilities

	1987	1986	% chg
Employees in U.S.	125	125	0.0
Offices in U.S.	1	2	(50.0)

Source: All data from agency reports.

Annual Review

After a billings decrease in 1986, the agency reversed that in 1987 with a 14.8% gain. The turnaround is credited to the introduction of the IBM Personal System and the restructuring of sales promotion operations. There was growth of $3.5 million from new accounts and $6.3 million in increased client budgets, particularly IBM, Long Island Savings Bank and Citibank.

U.S. accounts

Gained: Boeing Sikorsky LHX Team; Citibank, business and professional svcs, personal banking group; Continental Insurance Agency Group; Eberstadt Fleming; Apollo Sports.

Lost: Northeast Savings.

Officers

William P. Muir, chmn, ceo; James Cornelius, vice chmn, chief admin officer; Richard Moore, vice chmn, chief creative officer; Peter P. Post, president, MCM Advertising; Sanford H. Ross, Lowell O. Roberts, Vincent M. McQueeney, Randall Hensley, sr vps.

Phone: (212) 463-7715.

Nationwide Advertising Service

RANK 50

Cleveland

($ in millions)

U.S.	1987	1986	% chg
Gross income	23.5	15.3	53.6
Billings	157.2	102.0	54.1

U.S. billings

($ in millions)	1987	1986	% chg
Media	157.2	102.0	54.1
Materials & services	0.0	0.0	0.0
Capitalized fees	0.0	0.0	0.0

Workforce/facilities

	1987	1986	% chg
Employees in U.S.	358	358	0.0
Offices worldwide	36	35	2.9
Offices in U.S.	31	30	3.3

1987 billings by U.S. office

Office, city	Billings
NAS, Los Angeles	N/A
NAS, Boston	N/A
NAS, Cincinnati	N/A
NAS, Dallas	N/A
NAS, Columbus, Ohio	N/A
NAS, Chicago	N/A
NAS, Columbia, Md.	N/A
NAS, Houston	N/A
NAS, Ft. Lauderdale	N/A
NAS, Albuquerque	N/A
NAS, Denver	N/A
NAS, Cleveland	157.2
NAS, Baltimore/Washington	N/A
NAS, Kansas City	N/A
NAS, Atlanta	N/A
NAS, Detroit	N/A

Source: All data from agency reports.

Annual Review

This recruitment agency serving personnel departments of client companies experienced billings growth of 54.1% in 1987, which it credited to continued growth in its markets and an aggressive new business-acquisition effort. The agency added a new office in Canada bringing the total to six there. Nationwide has 30 offices in the U.S.

U.S. accounts

The agency did not report accounts gained or lost.

Officers

George Gund, Gordon Gund, co-chmns; John W. Graham, vice chmn, coo & treas; Thomas A. Richey, president & coo.

Phone: (216) 579-0300.

Ogilvy & Mather Direct Response

RANK 20

New York

($ in millions)

Worldwide	1987	1986	% chg
Gross income	84.0	68.0	23.5
Billings	560.0	454.0	23.3

U.S.	1987	1986	% chg
Gross income	39.0	36.0	8.3
Billings	260.0	240.0	8.3

✓

U.S. billings

($ in millions)	1987	1986	% chg
Media	260.0	240.0	8.3
Materials & services	0.0	0.0	0.0
Capitalized fees	0.0	0.0	0.0

Workforce/facilities

	1987	1986	% chg
Employees w'wide	1,200	1,100	9.1
Employees in U.S.	495	490	1.0
Offices worldwide	43	43	0.0
Offices in U.S.	9	9	0.0

Sources: All data from agency reports.

Annual Review

Reporting a 23.3% increase in worldwide billings, this Ogilvy Group direct marketing subsidiary had gains of $20 million in the U.S. and a strong $86 million increase in non-U.S. billings. Growth came largely from existing clients, highlighted by American Express and AT&T. New business gains were healthy but were reduced significantly by decreases from lost business. The agency predicts a more conservative 5%-10% growth for 1988. The agency includes subsidiaries, A. Eicoff & Co., Chicago, and Targeted Communications, McLean, Va., in its totals.

U.S. accounts

Gained: Abbott Laboratories; New England Business Systems; I.G. Ventures; Aircraft Owners & Pilots Assn.; HBO Video; Diet Center; Ryder.

Lost: Zales; Kindercare.

Foreign accounts

Gained: Ford; Abbott Laboratories; Compaq.

Officers

Jerome W. Pickholz, chmn, ceo; Stanley Winston, vice chmn-exec creative dir; William Morrissey, president-coo; Rochelle Lazarus, sr vp, gen mgr-NY; Ron Bliwas, president, A. Eicoff Co.; Robert Smith, president, Targeted Communications; Pam Reese, sr vp, mgr-Yellow Pages.

Phone: (212) 340-3500.

Ogilvy & Mather Worldwide

RANK 5

New York

($ in millions)

Worldwide	1987	1986	% chg
Gross income	528.6	459.6	15.0
Billings	3,663.8	3,154.6	16.1
U.S.	**1987**	**1986**	**% chg**
Gross income	261.6	249.7	4.8
Billings	1,745.2	1,665.3	4.8

✓

U.S. billings

($ in millions)	1987	1986	% chg
Media	1,745.2	1,665.3	4.8
Materials & services	0.0	0.0	0.0
Capitalized fees	0.0	0.0	0.0

Workforce/facilities

	1987	1986	% chg
Employees w'wide	7,686	7,449	3.2
Employees in U.S.	2,863	2,840	0.8
Offices worldwide	264	244	8.2
Offices in U.S.	47	46	2.2

1987 billings by U.S. office

Office, city	Billings
Ogilvy & Mather, Los Angeles	86.0
Ogilvy & Mather, Atlanta	39.0
Ogilvy & Mather, Chicago	139.0
Ogilvy & Mather, Detroit	2.0
Ogilvy & Mather, Houston	87.0
Ogilvy & Mather, Dallas	12.0
Ogilvy & Mather, New York	733.0
O&M Direct Response, New York	222.0
Ogilvy & Mather Promotions, New York	53.0
Other	372.0

Sources: All data from agency reports.

Annual Review

Overseas expansion—aided by the establishment of 19 new offices and favorable exchange rates—was the major contribution to worldwide billings growth of 16.1% in 1987 for this largest unit of Ogilvy Group. U.S. billings increased by only 4.8%, despite billings infusion from new clients, Beecham and Ford ($80 million), the latter resulting in the opening of a Detroit office. Major accounts lost were CBS Inc. and Columbia Pictures. The addition of the Chesebrough-Pond's account ($55 million) and Ford significantly helped boost billings internationally. Kenneth Roman moved up to chairman-ceo, Norman Berry, former creative head and president-N.Y., became president-creative and Alexander Brody came over from DYR to become president-international.

U.S. accounts

Gained: Ford U.S., parts and services; Beecham; Equal; Criterion; LTV; Centers for Disease Control; AT&T International; C&S Bank of South Carolina.

Lost: CBS; Columbia Pictures; Bowery Savings Bank; Health Corporation of America; *Chicago Tribune*

Foreign accounts

Gained: American Express—Colombia, Ecuador, South Africa, Uruguay; BAT—Guatemala, South Africa; Beecham—Austria, Portugal, Netherlands; Boeing—Ecuador, Mexico, Spain; British Tourist Authority—Ireland, Switzerland; Chesebrough-Pond's—Argentina, Canada, Chile, China, Colombia, Greece, Hong Kong, Malaysia, Netherlands, New Zealand, Portugal, South Africa, Spain, Switzerland; Compaq—China, Denmark, Germany, Italy, Spain, Sweden, Finland, Hong Kong; Ford—Austria, Belgium, France, Ireland, Italy, Netherlands, Norway, Spain, Switzerland, Venezuela; General Foods—Ecuador, U.K., Philippines; Guinness—Spain, Taiwan; Kimberly-Clark—El Salvador, Guatemala, Germany; Olivetti—Austria, Denmark, France, Germany, Italy, Spain, Switzerland, Venezuela; PepsiCo—Pakistan, Taiwan; Polaroid—Ecuador, Paraguay, Korea; Rolex—Hong Kong, Indonesia; Seagram—Mexico, Uruguay; Shell—Pakistan, Portugal, Paraguay; 3M—Austria, Belgium, El Salvador, France, Germany, Greece, Italy, Norway, Portugal, Spain, U.S.; Unilever—Costa Rica, China, El Salvador, Greece, Guatemala, Pakistan, Taiwan, Uruguay, Venezuela; Xerox—

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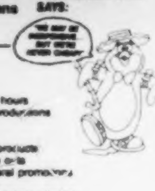

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Is the color rich, vibrant, truly arresting? Is the image clean and sharp? Is there optimum contrast? All the compelling facets and details of the original—are they there?

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With Cibachrome photographic products, you can answer "yes" to every question, every time. *Cibachrome materials are a unique exhibit/display medium.* Examine a Cibachrome product side-by-side with any other type of print or transparency, and you'll notice a difference. Often a striking difference.

Leading companies demand Cibachrome products

Successful exhibiting companies share these two things in common: they want maximum stopping and selling power in their displays; and they insist on Cibachrome products.

In large-scale trade shows, superb Cibachrome colors, contrast and sharpness make exhibits stand out in visually cluttered settings. Brilliant Cibachrome prints and display films make all the difference when, as research shows, visitors spend as little time as seven seconds deciding to attend your exhibit—or not.

And within your exhibit, Cibachrome quality helps gain customer interest, extends the visit and focuses attention on your sales message.

In consumer-oriented exhibits, as in a bank or airport, Cibachrome vibrancy captures busy customers who might otherwise pass you by.

In retail applications, you can achieve lovely flesh tones and natural, appealing contrast for glamorous fashion and cosmetic displays. Or you can produce bold, larger-than-life colors and contrast for effective jewelry, food, automotive and appliance displays. All by specifying Cibachrome products from your designer and photo lab.

And Cibachrome clients continue to find new display applications. One major retailer used Cibachrome print materials to display a new tool kit rather than risk pilferage of over 100 small components. Sales were good and theft was eliminated. Many clothing retailers use Cibachrome backlit transparencies instead of mannequins. Their clothing looks more dynamic and their sales areas appear more inviting.

Commercial interior designers, museum directors and gallery exhibitors also rely on Cibachrome products. Our materials retain their brilliance for years longer—even under constant, strong lighting.

The Cibachrome process

Cibachrome quality comes from the unique chemical compatibility of our materials and process. Other types of materials generate dyes with silver dye couplers. In the ILFORD Cibachrome Process P-3, pure and highly stable azo dyes are already present in our unique process; they're then *selectively* bleached away. The result is a richer, more saturated and more permanent image.

What's more, all Cibachrome products are direct-positive for printing directly from your original transparencies. Because no internegative is ever required, you get far more accurate color rendition and unrivaled, first-generation sharpness.

The Cibachrome selection

You can select from a full range of Cibachrome products to suit your needs precisely.

CIBACHROME II PRINT MATERIAL, DELUXE GLOSSY SURFACE (CPS.1K)—for a brilliant surface, intense color saturation and dramatic contrast. The strong yet flexible polyester base provides durability for portable displays plus easy mounting, grommeting and splicing.

CIBACHROME II PRINT MATERIAL, DELUXE GLOSSY SURFACE (CF.1K)—our newest print material offers all the superb properties of CPS.1K but with a lower contrast range. It produces outstanding prints from high-contrast originals without extensive and costly masking.

CIBACHROME II DISPLAY FILM, TRANSLUCENT BASE (CL.F7)—our backlit display material, with a semi-opaque, translucent base, eliminates the need for built-in diffusors in light boxes and panels, making exhibit/display hardware easier to transport. Same long lasting high quality as our transparent-base film.

CIBACHROME II DISPLAY FILM, TRANSPARENT BASE (CTD.F7)—backlit display material with brilliant color, outstanding sharpness and show-stopping contrast. For light boxes with built-in diffusors.

Make the brilliant choice

Ask yourself this: are your photographic materials merely adequate—or do they give an extra competitive edge to your entire exhibit or display?

If your answer is "merely adequate," you should discover the new dimensions in stopping and selling power that Cibachrome display print materials and films can provide. We can help you do just that.

To contact your ILFORD Cibachrome representative, or a nearby professional Cibachrome color lab with exhibit and display experience, call us at **1-800-631-2522.**

And by the way, if you or your company are just beginning in the exhibit/display medium, we'll be happy to work with you from the planning stage through installation.

Cibachrome display print materials and films. You'll find they're one brilliant choice that's easy to make.

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Photos by Joe Morello.

Belgium, Finland, Germany, Italy, Spain; Bulgari—France, Switzerland; Concord Watch—Germany, Switzerland; Cotton Council Intl—France, Italy, Japan, Korea, U.K.; Imperial Tobacco, Spain, U.K.; Merck, Germany, Spain; Timex, Canada, U.K.

Lost: BAT—Germany, Mexico; California Prune Board—Germany, Norway, Spain, Sweden, U.K.; Mercedes Benz—Austria, France; Northern Feather—Germany, Sweden; Parker Pen, Brazil, South Africa; Richardson-Vicks—Austria, France, Germany, Hong Kong, India, Malaysia, Singapore, Switzerland; TWA—Belgium, Denmark, France, Germany, Greece, Hong Kong, Italy, Spain, Switzerland, U.K.

Officers

Kenneth Roman, chmn & ceo; Charles Walsh, cfo; Alexander Brody, president-international; Norman Berry, president-creative; Graham Phillips, chmn-U.S.

Phone: (212) 907-3400.

Rapp & Collins USA

RANK 72

New York

($ in millions)

U.S.	1987	1986	% chg
Gross income	14.9	12.1	23.1
Billings	99.4	81.8	21.5

✓

U.S. billings

($ in millions)	1987	1986	% chg
Media	12.5	18.7	(33.2)
Materials & services	18.9	13.7	38.0
Capitalized fees	68.0	49.4	37.7

Workforce/facilities

	1987	1986	% chg
Employees in U.S.	130	110	18.2
Offices in U.S.	2	2	0.0

1987 billings by U.S. office

Office, city	Billings
Rapp & Collins USA, Dallas	64.6
Rapp & Collins USA, New York	34.8

Source: All data from agency reports.

Annual Review

This direct marketing subsidiary of DDB Needham Worldwide was formed by a merger of Rapp & Collins USA, New York, and Direct Response Group, Dallas-both bought and merged by DDB in 1986. Billings jumped 21.5%, strongly influenced by $16.3 million in increased spending from existing clients. Major contributors were Showtime ($2 million), and Bristol-Myers ($4.7 million). New business generated $8.7 million, much of that from Hyatt Hotels ($5.4 million in annualized billings), although accounts lost took with them $7.4 million. Billings growth for 1988 is estimated at 15%, mostly from anticipated new business and continued growth from the current roster.

U.S. accounts

Gained: Hyatt Hotels; Pryor Resources; Black & Decker.

Lost: Save the Children, fund-raising.

Officers

James E. Dunne III, president & ceo; Stan Rapp, chmn; Robert Mohr, president-Dallas office; Emily Soell, exec creative dir; David Scholes, exec vp; Steve Judge, creative dir-Dallas; Doug Kramer, sr vp-cfo.

Phone: (212) 725-8100.

Richards Group

RANK 77

Dallas

($ in millions)

U.S.	1987	1986	% chg
Gross income	13.4	12.2	9.9
Billings	89.1	82.4	8.1

U.S. billings

($ in millions)	1987	1986	% chg
Media	27.0	12.4	118.2
Materials & services	12.4	12.7	(2.0)
Capitalized fees	49.7	57.4	(13.3)

Workforce/facilities

	1987	1986	% chg
Employees in U.S.	149	157	(5.1)
Offices in U.S.	1	1	0.0

Source: All data from agency reports.

Annual Review

The 8.1% jump in billings is credited to the acquisition of new accounts—VHA Hospital, Murata Business Systems, Partners National Healthplan and Hibernia National Bank—which together carried total billings of $8.8 million for the year ($15.5 million annualized). Existing accounts—Motel 6, El Chico, Grandy's and American Catfish Institution accounts—added another $1.3 million. Lost business amounted to $2.4 million. Projections for the agency call for another year of growth at 8%, traced to new business gained in 1987 and continued growth in the level of media placement activity of larger accounts.

U.S. accounts

Gained: VHA Hospitals; Hibernia National Bank; Partners National Healthplan; Metrocel Cellular Telephones; Murata Business Systems; Hogan Systems; VCR Enterprises; Dallas Partnership.

Lost: Autry Industries; OTASCO; Aerobics Corp. of America.

Officers

Stan Richards, president; Jim McGhee, Brad Todd, Rod Underhill, mgmt supers; Scot Dykema, cfo; Gary Gibson, Doug Rucker, Glenn Dady, Mike Malone, Ray Redding, Grant Richards, Dick Mitchell, Steve Miller, creative group heads; Cormac Ryan, Tave Campbell, Jeff Upshaw, Scott Crockett, mktg group supers; Michael Leonard, media director; Mark Cunningham, director-rsch & creative planning.

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Top 10 U.S. agencies in spot TV billings

Rank	Agency	Spot TV billings 1987	Spot TV billings 1986	U.S. billings 1987	U.S. billings 1986
1	Saatchi & Saatchi Advertising	520.5	N/A	1,678.4	1,638.7
2	Young & Rubicam	356.0	304.9	2,031.1	1,871.2
3	J. Walter Thompson Co.	353.4	358.2	1,554.3	1,665.5
4	Grey Advertising	330.4	269.3	1,455.4	1,358.0
5	D'Arcy Masius Benton & Bowles	280.1	236.0	1,162.3	1,146.8
6	Backer Spielvogel Bates Worldwide	224.5	N/A	983.7	1,036.0
7	DDB Needham Worldwide	211.6	241.2	1,283.3	1,394.2
8	Leo Burnett Co.	210.2	163.9	1,550.0	1,361.6
9	BBDO Worldwide	209.8	210.5	1,179.4	1,126.7
10	McCann-Erickson Worldwide	190.0	N/A	1,078.0	979.3

NOTES: Dollars are in millions. Billings of subsidiaries listed on Page 4 are not included in parent company totals in this table. Data is compiled from 442 agencies reporting billings by media.

Hal Riney & Partners

RANK 52

San Francisco

($ in millions)

U.S.	1987	1986	% chg
Gross income	23.0	14.4	59.7
Billings	200.0	125.0	60.0

U.S. billings

($ in millions)	1987	1986	% chg
Media	200.0	125.0	60.0
Materials & services	0.0	0.0	0.0
Capitalized fees	0.0	0.0	0.0

Workforce/facilities

	1987	1986	% chg
Employees in U.S.	185	135	37.0
Offices in U.S.	4	3	33.3

1987 billings by U.S. office

Office, city	Billings
Hal Riney & Partners, Los Angeles	10.0
Hal Riney & Partners, Chicago	40.0
Hal Riney & Partners, New York	25.0
Hal Riney & Partners, San Francisco	125.0

Sources: All data from agency reports, except billings by office, which are AA estimates.

Annual Review

Hal Riney & Partners joined the ranks of E&J Gallo Winery predecessor agencies when it dropped the vintner from its roster. That $80 million account loss in December. 1987, will be felt in 1988. Meanwhile, the agency had a whopping 60% increase in billings from major accounts picked up in its expanding regional offices, including the newly opened one in New York.

U.S. accounts

Gained: Blue Cross/Blue Shield of Ill.; Bob Evans Restaurants; Security Pacific Bank; Sterling Auto; Alamo Rental Cars.

Lost: E&J Gallo Winery.

Officers

Hal Riney, chmn-ceo; James D. Travis, president, coo; John Yost, sr vp, gen mgr-S.F.; Tom Sharp, sr vp, gen mgr-Chicago; Peter Murphy, sr vp, exec creative dir-S.F.; Bruce Campbell, Jerry Andelin, sr vps, creative dirs-S.F.; Ron Hawkins, sr vp, creative dir-Chicago; Jim Weller, sr vp, creative dir-L.A.; Lyn Dangel, vp, creative dir-N.Y.

Phone: (415) 981-0950.

Ross Roy Group

RANK 22

Bloomfield Hills, Mich.

($ in millions)

U.S.	1987	1986	% chg
Gross income	71.3	62.4	14.3
Billings	475.3	416.0	14.3

✓

U.S. billings

($ in millions)	1987	1986	% chg
Media	180.3	164.0	9.9
Materials & services	42.8	30.0	42.7
Capitalized fees	252.2	222.0	13.6

Workforce/facilities

	1987	1986	% chg
Employees w'wide	871	811	7.4
Employees in U.S.	771	728	5.9
Offices worldwide	12	10	20.0
Offices in U.S.	10	8	25.0

1987 billings by U.S. office

Office, city	Billings
Calet, Hirsch & Spector, Clearwater, Fla.	N/A
Calet, Hirsch & Spector, New York	76.6
DiIorgio, Wergeles, New York	N/A
Gray & Kilgore, Troy, Mich.	6.9
Griswold Inc., Columbus, Ohio	N/A
Griswold Inc., Cleveland	45.9
Lerner Scott Corp., Chicago	N/A
Ross Roy Inc., Bloomfield Hills, Mich.	335.0

Sources: All data from agency reports, except billings by office, which are AA estimates.

Annual Review

The Inc. in the Ross Roy name was dropped for Group now that the agency has emerged as a two-divisional entity with a communications division functioning separately from advertising. The Group, including returns from subsidiary agencies, had a 14.3% increase in billings in 1987, and anticipates growth of about 12% in 1988 based on new business estimates and growth from existing clients such as K mart.

U.S. accounts

Gained: La-Z-Boy Chair Co., contract div; Stroh's All-Natural High Five Soda; Blue Care Network; Rorer Consumer Pharmaceuticals, Myoflex; Clairol Inc., Currents, Basic Sensations, Logics, Footchargers; Toshiba Corp., corp adv; Toshiba America, consumer electronics div; K mart Corp., Martha Steward Campaign, footwear; Cleveland Coca-Cola Bottling Co.; Gerber Products Co.; Taxi & Limo Commission, N.Y.

Lost: Harris Graphics Corp.; Upjohn's Mycatracin & Unicap; Osborn Mfg; Standard Register.

Foreign accounts

Gained: Bausch & Lomb, Canada.

Lost: None.

Officers

Glen W. Fortinberry, chmn & president; John S. Pingel, vice chmn; John L. Frakes, exec vp, exec creative dir-adv; Joseph M. McNeil, exec vp, exec creative dir-communications; Joseph G. Schulte, exec vp, dir-automotive; Peter C. Vetowich, exec vp, dir-retail opers; Bruce S. Wagner, exec vp, dir-client svcs; Richard C. Ward, exec vp, genl mgr-communications group; Harry W. Mellen, dir; Albert H. Acker, Lance L. Aldrich, James C. Gorman, Sidney P. Houghton, sr vps, creative dirs; Steven W. Butterman, Bruce W. Miller, John J. Fox, sr vps, mgmt supers; Francis M. Dattilo, Michael L. Labiak, sr vps, group creative dirs; Roy W. Edmonds, sr vp, exec producer-broadcast; David G. Garfield, sr vp, dir-rsch & strategic planning; Chris A. Lawson, sr vp-fin & admin, treas; Gerald M. Moody, sr vp, dir-media; R. John Oliver, sr vp, genl mgr-Ross Roy Productions; P. James Quigley, Donald C. Scheich, Byron K. Shaffer, Roger F. Sherman, Richard L. Simmons, James V. Vehko, Michael P. Webster, sr vps, mgmt supers; Frank D. Wilberding, sr vp, dir-mktg planning.

Phone: (313) 433-6600.

Rubin Postaer & Associates

RANK 62

Los Angeles

($ in millions)

U.S.	1987	1986	% chg
Gross income	17.6	15.1	16.8
Billings	125.5	109.0	15.1

✓

U.S. billings

($ in millions)	1987	1986	% chg
Media	105.9	89.6	18.1
Materials & services	17.9	18.8	(4.8)
Capitalized fees	1.7	0.6	176.6

Workforce/facilities

	1987	1986	% chg
Employees in U.S.	151	156	(3.2)
Offices in U.S.	3	4	(25.0)

1987 billings by major office

Office, city	Billings
Rubin Postaer & Associates, San Diego	N/A
Rubin Postaer & Associates, Los Angeles	125.5

Sources: All data from agency reports.

Annual Review

Billings in 1987 edged past the agency's 15% projection for last year as existing clients, led by American Honda Motors and New Century/Vista Film Co., boosted billings by $21 million. New clients brought in another $7 million, while lost business totaled $12 million. Growth in 1988 is projected at 10%, mostly from a mixture of increased spending from the current account lineup and new business. The agency, which closed its Sacramento and New York service offices at year-end, traces its lineage to the former Needham Harper/LA office, which its principals purchased in a management buyout in October, 1986.

U.S. accounts

Gained: Bugle Boy Industries; Magliaro & McHaney; Ma Maison Sofitel; Price Stern Sloan, Questron Products.

Lost: California State Lottery; Las Vegas & San Diego McDonald's Owner/Operator Assn; The Chargers; Major Video; Rabbit Computer Corp.; Sharp Health Systems.

Officers

Gerrold R. Rubin, president; Larry Postaer, exec vp-dir creative svc; Bob Coburn, Gary Yoshida, sr vps-assoc creative dirs; Bill Hagelstein, sr vp-grp acct dir; Tom Somerset, sr vp-dir media resources; Gary Wenzel, sr vp-dir acct planning; Julie Boston, vp-acct super; Stan Botello, Jackie Ulery, vps-assoc medis dirs; Bill Cummins, vp-dir rsch; Joan Egan, vp-acct super; Ken Jacobs, Carol Ogden, vps-assoc creative dirs; Tom Kirk, vp-mgmt rep; Vincent Mancuso, vp-dir of fin & admin; Chuck Valentine, vp-acct dir.

Phone: (213) 208-5000.

Saatchi & Saatchi Advertising

RANK 2

New York

($ in millions)

Worldwide	1987	1986	% chg
Gross income	693.6	610.1	13.7
Billings	4,609.4	4,246.0	8.6
U.S.	**1987**	**1986**	**% chg**
Gross income	328.1	310.6	5.6
Billings	2,187.0	2,042.1	7.1

Workforce/facilities

	1987	1986	% chg
Employees w'wide	N/A	N/A	N/A
Employees in U.S.	1,635	N/A	N/A
Offices worldwide	N/A	N/A	N/A
Offices in U.S.	3	N/A	N/A

1987 billings by U.S. office

Office, city	Billings
Cochrane Chase, Newport Beach	60.9
Klemtner, New York	70.0
McCaffrey & McCall, New York	308.3
Rumrill Hoyt, New York	68.8
Saatchi & Saatchi DFS, Torrance	235.0
Saatchi & Saatchi DFS, San Francisco	52.0
S&S DFS Compton, New York	1,392.0

Sources: All data from agency reports. Totals under workforce/facilities are for Saatchi & Saatchi DFS only.

Annual Review

Growth at Saatchi & Saatchi Advertising Worldwide, its U.S. composition of which is showed in the accompanying office breakouts, was related primarily to the merger of DFS Dorland Worldwide in mid-1987. DFS reported U.S. billings of $901.4 million for 1986, and was merged into the Saatchi & Saatchi New York operation that grew out of Compton Advertising. That operation—in New York now called Saatchi & Saatchi DFS Compton and in its two other locations, Saatchi & Saatchi DFS Torrance (Calif.) and Saatchi & Saatchi DFS San Francisco—had U.S. gross income of $257.8 million on billings of $1.68 billion. The New York office billings total of $1.4 billion ranks Saatchi & Saatchi DFS Compton as the largest shop in that city, ahead of No. 2 Grey Advertising's $1.2 billion. Saatchi & Saatchi DFS is "reasonably optimistic" about 1988, based in part on the new client acquisitions in the seven months since the merger. Tyson Foods added $25 million in annualized billings, Little Caesar Pizza $10 million, Blue Arrow $10-$15 million. An undetermined but large amount will come from Toyota's Lexus account. It lost Cunard Lines, and resigned British Airways, which went to sister agency in the Saatchi & Saatchi PLC network, Backer Spielvogel Bates, and Jeep, which was transferred to another network agency, William Esty Co. Another cause for optimism is increased spending from General Mills ($10 million) and RJR Nabisco.

U.S. accounts

Gained: Tyson Foods; Little Caesar Pizza; Toyota (Lexus); Blue Arrow.

Lost: Cunard Lines.

Foreign accounts

Gained: Volvo—Australia, Middle East; Gillette—South Korea, Netherlands (personal care), Norway, Spain (gels & soap); RJR Nabisco—South Korea, Belgium (Berlin & Planters), Netherlands (biscuits), Hong Kong; Shulton—Brazil (Old Spice), Netherlands (men's toiletries); BP—Portugal, Hong Kong; Dewar's—Portugal, Colombia (Pedro Domecq's Dewar's White Label); IBM—Belgium (pc, main frames, t/writers), Middle East; Toyota—Belgium, Canada; CPC Intl—Netherlands (Knorr soups/sauces), Italy (Hellmann's mayonnaise), Argentina (Mazola); Richardson-Vicks (Procter & Gamble)—Netherlands (Vaporub, Kukident), Germany (hair care, dental care), Hong Kong (Oil of Ulay, Vaporub, Vidal Sassoon, Milton), Greece (Oil of Ulay, Vaporub), Austria (multi-products), India, Indonesia, Italy, France (multi-products), Spain (multi-products), Colombia (Clearasil), Middle East; Bongrain—Netherlands, Germany; Pirelli tires—Germany, Argentina; Procter & Gamble—Hong Kong, Canada, France (Ariel, Valensiana fruit juice); Johnson & Johnson—Greece (Vit-Up, Vit-Act Vitamins), Ireland (Silhouettes); DHL—Greece, Netherlands, South Africa, Puerto Rico, Canada, France; Tonka—Canada, Italy, New Zealand.

Lost: Sunbeam, Dunlop tires—Australia; Cathay Pacific—South Korea; Grundig—Portugal; Jacobs Suchard—Germany, France (Toblerone); Ovaltine, S.C. Johnson—Hong Kong; Procter & Gamble—Greece (Crest); Peugeot—Austria; Texas Instruments—India; Rowntree Mackintosh—Canada (Laura Secord), Italy, Ireland, Middle East; Sony—Mexico (tvs); RJR Nabisco (cereals) and Chesebrough-Pond's (Unilever)—Canada; Mattel and Remy Martin—Italy; Nestle—Italy, France (Carnation); Thorn EMI—Ireland; Citibank and Pfizer—Philippines; Playtex—Middle East.

Officers

Stuart B. Upson, co-chmn, co-ceo, S&S WW, chmn, co-ceo, S&S DFS; O. Milton Gossett, co-chmn, co-ceo, S&S WW, co-ceo, S&S DFS; Peter T. McSpadden, president-coo, S&S WW , S&S DFS; Robert E. Kennedy, vice chmn-cfo, treas-sec, S&S WW, S&S DFS; William Cochrane, controller, S&S WW, S&S DFS. S&S DFS Compton, New York—Gary M. Susnjara, chmn, co-ceo; Edward L. Wax, president, co-ceo; Robert O. Jordan, Joseph P. Mack, vice chmn, co-coo; Eric Weber, vice chmn, creative operations. S&S DFS Direct—Steven Morvay, president. S&S Wegener Agricultural Group—Alfred H. Wegener, president.

Phone: (212) 661-0800.

Scali, McCabe, Sloves

RANK 18

New York

($ in millions)

Worldwide	1987	1986	% chg
Gross income	93.1	77.5	20.1
Billings	653.2	556.6	17.3
U.S.	**1987**	**1986**	**% chg**
Gross income	69.8	62.4	11.9
Billings	506.8	455.6	11.3

✓

U.S. billings

($ in millions)	1987	1986	% chg
Media	506.8	455.6	11.3
Materials & services	0.0	0.0	0.0
Capitalized fees	0.0	0.0	0.0

Workforce/facilities

	1987	1986	% chg
Employees w'wide	1,309	1,253	4.5
Employees in U.S.	744	714	4.2
Offices worldwide	14	14	0.0
Offices in U.S.	5	7	(28.6)

1987 billings by U.S. office

Office, city	Billings
Fallon McElligott, Minneapolis	142.5
Martin Agency, Richmond, Va.	102.6
Martin Agency, Jacksonville, Fla.	N/A
Scali, McCabe, Sloves, New York	N/A
Stevens & Buchsbaum , New York	N/A

Sources: All data from agency reports.

Annual Review

Void of totals from its subsidiaries, Fallon McElligott and the Martin Agency, Scali U.S. billings total dropped 3.8% and worldwide totals grew by only 9.4%—the difference being a 45% growth in non-U.S. billings from the Scali side. This Ogilvy Group unit closed its Los Angeles office which previously had been merged with LA operations of sister agency, Cole & Weber, and shuttered its Atlanta office, leaving only the New York shop. Major account acquisitions included Shulton ($25 million annualized) and Sea World ($9 million). Big losses were Columbia Pictures ($10 million) and National Dairy Board ($6.5 million), lost only six months after it was added. Overseas billings got a boost through the purchase of Rilova Zamorano & Rodriquez, Madrid, and WestCan in Vancouver, the latter from Cole & Weber. In the U.S., Scali purchased Morton Goldberg Associates, a sales promotion agency. Alan Pesky resigned as vice-chairman, chief operating officer, and became a consultant to the agency.

U.S. accounts

Gained: Toys-R-Us; Sea World; Shulton.

Lost: Prince; Columbia Pictures; Rose's Stores, National Dairy Board.

Foreign accounts

Gained: Carlsberg; Ault Dairies; Wolff-Peixe; Leco/Vigor, B.F.F.; Continental 2001; Eska; Samurai; Digibanco; Purina; Sabritas.

Lost: Apple; Lipton; Continental; Bco. Crefisul; Glasslite; Trevira.

Officers

Marvin Sloves, chmn-ceo; Sam Scali, president, worldwide creative dir; Bob Levenson, vice chmn, creative dir; Keith Green, exec vp, dir mktg & strategic planning; Lee Graham, president, SMS-direct response; Jerry Sherman, president, SMS—sales promotion; Stuart Epstein, Murray Gaylord, exec vps, grp mgmt reps; Judith Aiello, exec vp, gen mgr; Gail Lieberman, exec vp, cfo.

Phone: (212) 735-8000.

Stone & Adler

RANK 88

Chicago

($ in millions)

U.S.	1987	1986	% chg
Gross income	11.3	12.1	(7.0)
Billings	75.0	96.9	(22.6)

✓

U.S. billings

($ in million)	1987	1986	% chg
Media	75.0	96.9	(22.6)
Materials & services	0.0	0.0	0.0
Capitalized fees	0.0	0.0	0.0

Workforce/facilities

	1987	1986	% chg
Employees in U.S.	N/A	N/A	0.0
Offices in U.S.	N/A	N/A	0.0

1987 billings by U.S. office

Office, city	Billings
Stone & Adler, Chicago	N/A
Chapman Stone & Adler, New York	75.0

Sources: All data from agency reports.

Annual Review

The 22.6% decline in billings was a direct result of business lost in the Chicago office. Specifically major losses were incurred from United and Levi Strauss. S&A claims to be involved in a major restructuring to revive agency business. The New York office, which operates as Chapman Stone & Adler, reported gains in 1987 as a result of new business from First Brands and added expenditures from New York Telephone and the U.S. Postal Service. Expectations there are for continued growth.

U.S. accounts

Gained: First Brands.

Lost: United Airlines, Levi Strauss.

Officers

William Sutherland, pres, genl mgr; Craig Thomas, pres, genl mgr-Chicago; Frank Galey, mgmt super; Janet Falvo, vp-fin; Richard Decicco, mgmt super; Michael Moore, exec vp-client svcs; Bruce Murray, exec vp-mktg; Rosemary O'Brien, sr vp-mgmt svcs; Leonard Ross, sr vp-pro-

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Profiles with a check (✓) indicate an independent CPA or accounting firm has reviewed the gross income reported and signed a statement of verification supplied or approved by Advertising Age. *See story on Page 4.*

Top 10 U.S. agencies in cable TV billings

Rank	Agency	Cable TV billings 1987	Cable TV billings 1986	U.S. billings 1987	U.S. billings 1986
1	Young & Rubicam	61.0	75.0	2,031.1	1,871.2
2	Saatchi & Saatchi Advertising	50.4	N/A	1,678.4	1,638.7
3	Grey Advertising	40.8	34.5	1,455.4	1,358.0
4	BBDO Worldwide	19.4	12.0	1,179.4	1,126.7
5	Leo Burnett Co.	19.1	14.4	1,550.0	1,361.6
6	Bozell, Jacobs, Kenyon & Eckhardt	18.7	15.0	1,150.0	1,090.0
7	McCann-Erickson Worldwide	17.0	N/A	1,078.0	979.3
8	Wells, Rich, Greene	15.3	N/A	765.0	665.2
9	Jordan, McGrath, Case & Taylor	14.8	10.5	280.0	240.0
10	Backer Spielvogel Bates Worldwide	10.6	N/A	983.7	1,036.0

NOTES: Dollars are in millions. Billings of subsidiaries listed on Page 4 are not included in parent company totals in this table. Data is compiled from 442 agencies reporting billings by media.

duction; Michael Sugzda, sr vp-new business devel.
Phone: (312) 346-6100.

Sudler & Hennessey

RANK 48

New York

($ in millions)

Worldwide	1987	1986	% chg
Gross income	23.8	25.5	(6.5)
Billings	178.9	170.0	5.2
U.S.	**1987**	**1986**	**% chg**
Gross income	13.6	16.6	5.4
Billings	131.1	124.0	5.7

✓

Workforce/facilities

	1987	1986	% chg
Employees w'wide	272	272	0.0
Employees in U.S.	191	192	(0.5)
Offices worldwide	8	8	0.0
Offices in U.S.	2	2	0.0

Source: All data from agency reports.

Annual Review

Increased spending from existing clients helped push up U.S. billings 5.7% at Sudler, a medical agency subsidiary of Young & Rubicam. Foreign billings, accounting for 27% of the total, grew by only 3.9%. The agency initiated a program to acquire new business. The agency did not report accounts gained or lost.

Officers

William B. Gibson, chmn, president & ceo; Robert Gouterman, exec vp, communications svcs; John T. Corcoran, Leon Gamza, Neil Leiner, Donald Masterson, exec vps, group dirs; Ernie Smith, exec vp, creative dir-art; Diane Cooney, exec vp, creative dir-copy; John Chervokas, exec vp, chief creative dir; Thomas Crotty, exec vp, treas; Bruce Richmond, sr vp, mgmt super; James Carlson, Joseph Laborsky, John Rinaldi, sr vps, group supers; Angela Rossetti, Walter E. Bernd III, Wayne Traub, Barbara Morano, acct supers; Jack Speiller, sr vp, copy super; Thomas C. Fleming M.D., sr vp, group medical dir; Barry Siegel, sr vp, dir-mkt rsch; Hiram Zimmerman, sr vp, dir-typographic svcs; Steve Brothers, Richard Russinko, sr vp, group art dirs; Arthur M. Rosen, exec vp, dir—Consumer Group.
Phone: (212) 265-8000.

Tatham-Laird & Kudner

RANK 43

Chicago

($ in millions)

U.S.	1987	1986	% chg
Gross income	26.9	26.5	1.5
Billings	241.8	238.5	1.4

U.S. billings

($ in millions)	1987	1986	% chg
Media	146.7	145.2	1.0
Materials & services	27.3	26.5	2.8
Capitalized fees	67.8	66.8	1.5

Workforce/facilities

	1987	1986	% chg
Employees in U.S.	312	345	(9.6)
Offices in U.S.	1	1	0.0

Source: All data from agency reports.

Annual Review

TL&K had another year of little growth, ending 1987 with a 1.4% increase and a significant reduction in agency staff. Growth from existing business was strongest with major increases from RJR Nabisco, Procter & Gamble and Continental Baking Co. Spending increases from existing clients are expected again to play a key role in the agency's ability to achieve its 10% billings growth projection for 1988.

U.S. accounts

Gained: Dove Intl, div of Mars Inc., Rondos, Forever Yours; Continental Baking Co., div of Ralston Purina Co.; Kayser-Roth Corp.
Lost: NutraSweet Consumer Products, Equal.

Officers

Charlotte Beers, mng partner, chmn & ceo; William P. Youngclaus, mng partner, president & coo; Ralph W. Rydholm, mng partner, chief creative officer; John J. Valverde, sr partner, cfo; Linda Garrison, Rawdon M.C. Parry, Thomas W. Schafer, sr partners-acct mgmt; Phillip Gerber, sr partner, media oper dir; Robert A. Hielscher, sr partner, client svcs dir; Curtis D. Olson, Lawrence A. Stillman, Neil Vanover, sr partners, group creative dirs; Michael F. Robinson, sr partner, rsch & planning dir.
Phone: (312) 337-4400.

TBWA Advertising

RANK 21

New York

($ in millions)

Worldwide	1987	1986	% chg
Gross income	74.6	65.7	13.6
Billings	546.0	453.5	20.2
U.S.	**1987**	**1986**	**% chg**
Gross income	18.9	15.7	20.2
Billings	125.9	104.7	20.2

U.S. billings

($ in millions)	1987	1986	% chg
Media	125.9	104.7	20.2
Materials & services	0.0	0.0	0.0
Capitalized fees	0.0	0.0	0.0

Workforce/facilities

	1987	1986	% chg
Employees w'wide	680	618	10.0
Employees in U.S.	128	110	16.4
Offices worldwide	14	12	16.7
Offices in U.S.	2	2	0.0

1987 billings by U.S. office

Office, city	Billings
TBWA Advertising, New York	106.8
TBWA Advertising, St. Louis	19.1

Source: All data from agency reports.

Annual Review

With no lost accounts in 1987, increases of just over 20% in billings came from new and existing clients in both U.S. and worldwide totals. Domestically, major gains came from new accounts Anheuser-Busch, Tri-State Acura Dealers, Marriott Corp. and *Sporting News*. Growth from existing business totaling $11.9 million, including Carillon Importers, Goldstar Electronics and Evian Water. TBWA has set its 1988 growth estimate at 23%. It has recorded average annual growth of 24.2% the past five years.

U.S. accounts

Gained: Anheuser-Busch, Anheuser Beer; Carillon Importers, Glenmorangie Scotch, Laurant Perrier Champagne; Tri-State Acura Dealers; Marriott Corp., Fairfield Inns; *Sporting News*; Children's Hospital, St. Louis.
Lost: Del Labs, Sally Hansen, Flam Glow (effective Feb. 1988).

Foreign accounts

Gained: Air Plus; Henkel-Super Croix Liquide; Nivea, new prods; Knorr; Bosch KH; Goldstar Electronics; Ocean Spray; Anheuser-Busch, Michelob; Molnlycke.
Lost: Samsonite; Dortmunder Kronen; Stock.

Officers

William Tragos, chmn & ceo; Richard Costello, president & coo; Arnold Arlow, Peter Lubalin, exec vps, co-creative dirs; John Doman, exec vp, dir-business devel; Anthony Morgan, exec vp, dir-mktg svcs; William Oakey, exec vp, genl mgr-St. Louis; Brian Barry, Grant Castle, sr vps, mgmt supers; Patricia Cameron, sr vp, dir-mktg rsch; Claude Fromm, sr vp, media dir; Arthur Gramer, sr vp, dir-acct svc, St. Louis; Geoff Hayes, sr vp, exec art dir; James Jolliffe, sr vp, creative dir-St. Louis; Stuart Loss, sr vp, dir-fin.
Phone: (212) 725-1150.

Telephone Marketing Programs

RANK 51

New York

($ in millions)

Worldwide	1987	1986	% chg
Gross income	23.2	18.8	23.8
Billings	154.8	126.1	22.8
U.S.	**1987**	**1986**	**% chg**
Gross income	21.7	17.7	22.5
Billings	144.5	118.0	22.5

✓

U.S. billings

($ in millions)	1987	1986	% chg
Media	144.5	118.0	22.5
Materials & services	0.0	0.0	0.0
Capitalized fees	0.0	0.0	0.0

Workforce/facilities

	1987	1986	% chg
Employees w'wide	735	658	11.7
Employees in U.S.	650	586	10.9
Offices worldwide	21	19	10.5
Offices in U.S.	14	13	7.7

1987 billings by U.S. office

Office, city	Billings
TMP Boston, Boston	N/A
TMP Connecticut, Ridgefield	N/A
TMP, New York	144.5
TMP, Dallas	N/A
TMP, Charlotte, N.C.	N/A
TMP, Miami	N/A
TMP, Philadelphia	N/A
TMP, Chicago	N/A
TMP, Detroit	N/A
TMP, Minneapolis	N/A
TMP, Danville, Conn.	N/A
TMP West, San Francisco	N/A
TMP West, Los Angeles	N/A

Source: All data from agency reports.

Annual Review

Based on continued expansion of new and existing accounts, growth for 1988 is projected to be 15%-20% as billings were up almost 23% both in the U.S. and worldwide. Strong returns were based on $12.6 million in new business, $9.4 million in new business from existing clients, and only $4.5 million in lost accounts.

U.S. accounts

Gained: Mr. Build Intl; B. Dalton Software; Pinkerton/CPP Security; Funky Sounds; Grayline; Toys R Us; Thrift Drug; Husqvarna; Adventist Living Centers; American Business Phones; Pacific Financial Co.
Lost: Suzuki of America; Cyro Industries; Multicom; Ziebart; Trailways Bus System; Wheel Horse; Hinckley & Schmitt.

Officers

Andrew J. McKelvey, president; Paul M. Camara, sr vp-oper; Lance S. Johnson, sr vp-sales; Thomas G. Collison, vp-fin; Robert Lamb, vp-mktg; Frank Troise, vp-oper; Harold L. Levy, vp-sales.
Phone: (212) 977-4200.

J. Walter Thompson Co.

RANK 7

New York

($ in millions)

Worldwide	1987	1986	% chg
Gross income	483.0	471.0	2.6
Billings	3,221.8	3,141.5	2.6
U.S.	**1987**	**1986**	**% chg**
Gross income	243.0	259.7	(6.4)
Billings	1,620.8	1,732.1	(6.4)

✓

U.S. billings

($ in millions)	1987	1986	% chg
Media	1,620.8	1,732.1	(6.4)
Materials & services	0.0	0.0	0.0
Capitalized fees	0.0	0.0	0.0

Workforce/facilities

	1987	1986	% chg
Employees w'wide	6,735	7,662	(12.1)
Employees in U.S.	2,506	3,035	(17.4)
Offices worldwide	179	182	(1.6)
Offices in U.S.	69	71	(2.8)

1987 billings by U.S. office

Office, city	Billings
Brouillard Communications, New York	66.5
J. Walter Thompson Co., Detroit	322.5
J. Walter Thompson Co., Atlanta	30.8
J. Walter Thompson Co., San Francisco	141.0
J. Walter Thompson Co., Los Angeles	110.2
J. Walter Thompson Co., Washington	42.1
J. Walter Thompson Co., Chicago	387.4
J. Walter Thompson Co., New York	410.0
Thompson Recruitment, Los Angeles	N/A

Source: All data from agency reports, except billings by office, which are AA estimates.

Annual Review

Overseas increases of 13.6% in billings saved the agency from worldwide losses in 1987. U.S. billings were down 6.4% because of a string of lost accounts suffered from management upheaval and buyout turmoil that rattled the agency all year long. Major account losses from Burger King ($200 million), Discover Card ($42 million), Hyatt Hotels ($16 million), Goodyear ($25 million) and Slice ($30 million) influenced wholesale staff cutbacks especially in New York and Chicago. New business gains were minor in comparison. Growth came from Tenneco Automotive, Fisher-Price, Kellogg, Lever Bros., Miller Brewing and US Sprint, while existing clients, Kraft and S.C. Johnson, lowered their budgets. However, 1988 brings a major new business push for the agency especially in New York and Chicago where executives were placed with marching orders to acquire new business. Management changes swept from the top down. Don Johnston, chairman-CEO of JWT Group, left as the group was dissolved as a holding company resulting from the buyout by WPP Group PLC, London. Burt Manning returned as chairman-CEO of J. Walter Thompson Co., replacing Mr. Johnston, and Steve Bowen became president JWT/USA from executive-VP. The entity, J. Walter Thompson, now includes the offices of the same name, Brouillard Communications and Thompson Recruitment Advertising.

U.S. accounts

Gained: Georgia Federal Savings Bank; Cincinnati District and Metro Area FDAFs; Health Alliance Plan; Vons Cos., Inc.; Standard Brands Paint Co.; Acme; Bertolli Olive Oil; Six Flags Great Adventure; American Hawaii Cruises; Paramount Home Video; Integrated Resources; First Federal Savings & Loan, Kalamazoo; Freedom Funds; Australian Meat & Livestock; Tucker Anthony.
Lost: Discover Card Services; Hyatt Hotels Corp.; Beatrice Cos.; Chevron U.S.A.; Godfather's Pizza; Diet Center; Sega of America; Burger King; R.T. French; Eckerd Drugs; Wedgwood; Unum.

Foreign accounts

Gained: Jacobs Suchard—Belgium, Switzerland; Philips—U.K., Italy; Pizza Hut—U.K., Germany; R.J. Reynolds—Germany, Holland, Canada; Nestle—Brazil, Mexico, Peru; Unilever—Brazil, Japan; Warner-Lambert—Brazil, Chile, Colombia, Peru; Ford Dealers—Hong Kong, Japan.
Lost: Ford—Europe, Brazil, Venezuela, Canada; Pepsi—U.K., Germany; Richardson Vicks—Austria, France, Germany, Philippines; Burger King—U.K., Australia.

Officers

Burt Manning, chmn, ceo; exec vps—James K. Agnew, exec vp JWT-USA; George M. Black, chmn, ceo JWT-West Germany; Stephen G. Bowen, president JWT-USA; Ronald S. Burns, president, ceo JWT-Canada; Miles Colebrook, mng dir JWT-UK; Michael Cooper-Evans, president-Europe; Manuel de Elexpuru, president, ceo JWT-Spain; James H. Foster, president, ceo Brouillard Communications; Leon P. Hontiveros, chmn JWT—Philippines; Marlene Hore, vice chmn, national creative dir JWT-Canada; Stephen King, dir devel grp JWT-UK; William M. Lane, exec vp JWT-USA; James B. Patterson, chmn, creative dir JWT-USA; Leonel M. Pavao, president JWT-Latin America; W. Lee Preschel, chmn JWT-Latin America/Asia Pacific Region; Donald C. Robertson, president Thompson Recruitment Advertising Inc.; Peter Schweitzer, exec vp JWT-USA; Allen Thomas, exec creative dir, deputy chmn, JWT-UK; Donald F. Thomas, president JWT-Asia/Pacific/South Africa; William C. Thompson Jr., multinational accts & business devel; John F. Tukey, Alan W. Webb, exec vps JWT-USA.
Phone: (212) 210-7000.

Towne, Silverstein, Rotter

RANK 81

New York

($ in millions)

U.S.	1987	1986	% chg
Gross income	12.3	12.2	0.8
Billings	83.5	81.5	2.5

U.S. billings

($ in millions)	1987	1986	% chg
Media	83.5	81.5	2.5
Materials & services	0.0	0.0	0.0
Capitalized fees	0.0	0.0	0.0

Workforce/facilities

	1987	1986	% chg
Employees in U.S.	45	56	(19.6)
Offices in U.S.	1	1	0.0

Source: All data from agency reports.

Annual Review

Billings increased by [illegible].4% largely because of a forfeiture of $10 million billings to lost accounts, Charan Industries and Panosh Place. However, a 10% increase is projected for 1988, coming from growth in existing clients and from newcomer, Galoob Toys ($12 million annualized). Additionally, the toy and game industry is expected to rebound from a flat 1987. Strong business possibilities will exist in children's areas such as toiletries, fashion, educational, cosmetics and sports.

U.S. accounts

Gained: Lewis Galoob Toys; Protection Devices.
Lost: Panosh Place; Charan Industries.

Officers

Les Towne, ceo; Steve Rotter, president; Michael Zambrelli, exec vp, creative dir; Binnie Levin, sr vp, controller; Amy Weltman, sr vp-acct svcs.
Phone: (212) 557-5570.

Tracy-Locke

RANK 26

Dallas

($ in millions)

U.S.	1987	1986	% chg
Gross income	47.3	46.2	2.3
Billings	326.0	316.5	3.0

✓

U.S. billings

($ in millions)	1987	1986	% chg
Media	231.9	234.5	(1.1)
Materials & services	44.3	44.8	(1.2)
Capitalized fees	49.8	37.2	34.0

Workforce/facilities

	1987	1986	% chg
Employees in U.S.	593	604	(1.8)
Offices in U.S.	16	13	23.1

1987 billings by U.S. office

Office, city	Billings
Tracy-Locke, Los Angeles	72.8
Tracy-Locke, Denver	29.9
Tracy-Locke, Dallas	199.6
T-L Geographic Mktg., Philadelphia	15.5
Tracy-Locke Promotions, Dallas	1.0
Tracy-Locke, Atlanta	7.2

Source: All data from agency reports.

Annual Review

Nominal losses outweighed by gains of $1.5 million billings in new business and $8.2 million in growth from existing clients produced only 3% growth in overall billings at this Dallas-based agency which is part of Diversified Agency Services (DAS) at Omnicom Group. The Dallas headquarters, accounting for 61% of total volume, actually dropped about 1% in billings, reflecting the poor economy in the state. The promotions and Geographical Marketing Group also showed negative growth. The agency purchased Atlanta-based Cargill Wilson & Acree, also part of DAS Omnicom, picked up CW&A's field office in Birmingham, Ala., and folded in those operations Jan. 1, 1988. A second field office was founded to serve another client in Tulsa.

U.S. accounts

Gained: Princess Tours; Pilgrims Pride, Corp.; Meadow Gold Dairies.
Lost: APT General Partnership; Vuarnet.

Officers

Howard Davis, chmn, president & ceo; David Hudnall cfo; Don Ashley, exec vp,

Top 10 U.S. agencies in outdoor billings

Rank	Agency	Outdoorbillings 1987	Outdoorbillings 1986	U.S. billings 1987	U.S. billings 1986
1	Leo Burnett Co.	73.8	97.8	1,550.0	1,361.6
2	Wells, Rich, Greene	45.9	33.3	765.0	665.2
3	Saatchi & Saatchi Advertising	33.6	N/A	1,678.4	1,638.7
4	Ogilvy & Mather Worldwide	33.0	39.0	1,424.2	1,366.8
5	J. Walter Thompson Co.	26.0	20.9	1,554.3	1,665.5
6	Ally & Gargano	24.0	24.0	316.7	296.1
7	D'Arcy Masius Benton & Bowles	24.0	11.5	1,162.3	1,146.8
8	Laurence, Charles, Free & Lawson	18.9	17.8	302.0	287.0
9	Grey Advertising	17.7	10.2	1,455.4	1,358.0
10	Foote, Cone & Belding	16.5	18.6	1,369.7	1,389.2

NOTES: Dollars are in millions. Billings of subsidiaries listed on Page 4 are not included in parent company totals in this table. Data is compiled from 442 agencies reporting billings by media.

genl mgr; George Hermelink, exec vp, exec creative dir; Larry Spiegel, exec vp, dir-media; Robert Largen, exec vp, dir-mktg; Ron Askew, planning & rsch, exec vp-group acct svcs; Mike Rawlings, exec vp-group acct svcs; Alan Burks, sr vp-group acct svcs; Mark Choate, sr vp, sr creative dir; James Dalthorp, sr vp, creative dir; Arthur Taylor, sr vp, exec art dir; Judy Miller, sr vp, media buying dir; Penny Plueckhahn, sr vp, dir-opers; Bruce Orr, sr vp, mgmt super; Ed Conlin, sr vp, genl mgr-business & technology group.
Phone: (214) 969-9000.

Tucker Wayne/ Luckie & Co.

RANK 65

Atlanta

($ in millions)

U.S.	1987	1986	% chg
Gross income	17.2	N/A	N/A
Billings	123.3	N/A	N/A

U.S. billings

($ in millions)	1987	1986	% chg
Media	81.9	N/A	N/A
Materials & services	15.7	N/A	N/A
Capitalized fees	25.8	N/A	N/A

Workforce/facilities

	1987	1986	% chg
Employees in U.S.	198	N/A	N/A
Offices in U.S.	2	2	0.0

1987 billings by U.S. office

Office, city	Billings
Tucker Wayne/Luckie & Co., Atlanta	78.5
Tucker Wayne/Luckie & Co., Birmingham	44.8

Source: All data from agency reports. 1986 pre-merger figures unavailable.

Annual Review

Two independent agencies, Atlanta-based Tucker Wayne & Co., and Birmingham Ala.-based Luckie & Forney, merged in 1987. The merged units will continue to operate from their base cities. The merger was to make both shops more competitive on a national and regional basis, and although the merger involved similar accounts (Southern Bell in Atlanta, South Central Bell in Birmingham, two large bakeries and three banks), there has been no client fallout. However, there were some staff reductions related to staff duplications and Tucker Wayne's dissolving of its direct marketing business because of a similar operation at L&F.

U.S. Accounts

Gained: Management Science Industry.
Lost: Management Science Industry.

Officers

The companies have not decided on titles for its management, however, management includes the following (with carry-over titles from their respective agency): Tucker Wayne—Matthew Connor, chmn-treas; Knox Massey Jr., president; Sydney Smith, exec vp. Luckie & Forney—Frank Lee, president; Robert Luckie, chmn.
Phone: Atlanta (404) 521-7650; Birmingham (205) 879-2121.

Profiles with a check (✓) indicate an independent CPA or accounting firm has reviewed the gross income reported and signed a statement of verification supplied or approved by ADVERTISING AGE. *See story on Page 4.*

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Very Powerful
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(704) 865-2352

Valentine-Radford

RANK 92

Kansas City, Mo.

($ in millions)

U.S.	1987	1986	% chg
Gross income	11.0	9.9	10.7
Billings	80.9	70.8	14.3
✓			

U.S. billings

($ in millions)	1987	1986	% chg
Media	31.2	28.5	9.8
Materials & services	13.0	11.7	11.1
Capitalized fees	36.7	30.7	19.7

Workforce/facilities

	1987	1986	% chg
Employees in U.S.	146	152	(3.9)
Offices in U.S.	2	2	0.0

1987 billings by U.S. office

Office, city	Billings
Valentine-Radford, St. Louis	5.0
Valentine-Radford, Kansas City	75.9

Source: All data from agency reports.

Annual Review

The agency reported an increase of 14% in billings for 1987 with the bulk of that ($8.6 million) from existing clients. New accounts totaled $2.4 million and lost accounts just under $1 million. In early February, 1987, Robert Brooks Jr., president-CEO and Robert I. Jensen, senior VP-creative director, were fired because of conflicts over management philosophy. They were replaced by Robert C. Lang and Scott McCormick, respectively. No account gains or losses were reported.

Officers

Robert C. Lang, president; Charles L. Curtis, sr vp-dir client svc; Scott McCormick, vp-creative dir; Freda M. Schroeder, sr vp-dir of operations.
Phone: (816) 842-5021.

Venet Cos.

RANK 86

Union, N.J.

($ in millions)

U.S.	1987	1986	% chg
Gross income	11.4	10.4	10.0
Billings	76.0	69.1	10.0

Workforce/facilities

	1987	1986	% chg
Employees in U.S.	214	203	5.4
Offices in U.S.	4	4	0.0

Source: All data from agency reports.

Annual Review

Growth of 15% in billings is expected in 1988 based on accounts worth an annualized $6-7 million already gained since January. Venet continues to benefit from new account leads and participate in mutual presentations with sister companies in the GMI Group (formerly Graphics Media), a multifaceted communications business that bought Venet in 1986.

U.S. accounts

Gained: J&J Snack Food Co., Schenley Affiliated Brands (Dewar's White Label sales promo).
Lost: Long Island Rail Road Co.

Officers

Zal Venet, president; George A. Coscia, president/N.J.; Murray Skurnik, president/N.Y.; Al Romano, vp/genl mgr, medical dir.; Roman Mayer, president/N.Y. retail; Saul Margulies, treasurer; Dotty Venet, admin assistant.
Phone: (201) 687-1313.

Vicom/ FCB

RANK 89

San Francisco

($ in millions)

U.S.	1987	1986	% chg
Gross income	11.2	7.4	51.3
Billings	75.0	49.5	51.3
✓			

U.S. billings

($ in millions)	1987	1986	% chg
Media	0.0	0.0	0.0
Materials & services	0.0	0.0	0.0
Capitalized fees	75.0	49.5	51.3

Workforce/facilities

	1987	1986	% chg
Employees in U.S.	101	88	14.8
Offices in U.S.	3	3	0.0

Source: All data from agency reports.

Annual Review

This wholly-owned subsidiary of Foote, Cone & Belding had billings that more than doubled after it folded into its operations the healthcare advertising division of Lewis Gilman Kynett, Philadelphia, another FCB subsidiary. The agency, which specializes in pharmaceutical advertising, drew increased spending from major client Merck Pharmaceuticals. New business also showed strength.

U.S. accounts

Gained: Teledyne Water-Pik; Lifescan; HPK Inc.
Lost: William Rorer—SLO-Bid, Asmacort; Stanford University Hospital.

Officers

Robert Buechert, ceo; Thomas Spooner, president; Reginald Bowes, sr vp; Lester Barnett, sr vp-creative dir; Larry Wolheim, sr vp-client svcs; Bertha Ledecky, gen mgr-SF; Charles Mathias, sr vp-eastern region; Thomas Domanico, sr vp-NY creative dir; Michael Burke, gen mgr-consumer div.
Phone: (415) 391-8700.

Warwick Advertising

RANK 56

New York

($ in millions)

U.S.	1987	1986	% chg
Gross income	21.0	20.7	1.4
Billings	141.0	138.0	2.2

U.S. billings

($ in millions)	1987	1986	% chg
Media	106.0	97.2	9.1
Materials & services	9.3	7.4	25.0
Capitalized fees	25.7	33.4	(22.9)

Workforce/facilities

	1987	1986	% chg
Employees in U.S.	190	190	0.0
Offices in U.S.	2	2	0.0

Source: All data from agency reports.

Annual Review

Strong growth of $12 million from new accounts was diminished by a $4 million decline in ad budgets of existing clients, the loss of Jockey International ($5 million) that went in-house and the resigned Calvin Wine Coolers account. A much stronger 15% billings growth is forecasted for 1988, especially after Warwick picked up Van Munching & Co. (Heineken, Amstel Light and Grizzly) in January, 1988.

U.S. accounts

Gained: Crossland Savings Bank; Union Underwear Co., BVD men's and boy's underwear; F. Schumacher & Co.; Amoco Performance Products; Ciba-Geigy Corp., Ilford Photo Div.
Lost: Jockey International; Calvin Wine Cooler.

Officers

John P. Warwick, chmn; Wilder D. Baker Jr., president, ceo; Robert J. Fiore, vc chmn, coo; Liz Nickles, Jerry Prestomburgo, exec vps-creative dirs; John J. Meskil, exec vp-media; Susan Small-Weil, exec vp-strategic planning; Sean Driscoll, grp sr vp-new bus; Ronald S. Fierman, grp sr vp-fin & admin; Alden R. Ludlow III, grp sr vp-mgr creative svcs; Gerald Gross, Walker Berwick, Peter L. Black, Marshall Dickman, Joseph G. Friel Jr., Andrew H. Mockler, Bradford L. Moses, Kenneth Pfitzenmayer, John D. Sloan, sr vps-mgmt supers; Michael A. Haggerty, sr vp-media dir; Susan E. Donovan, sr vp-personnel dir.
Phone: (212) 751-4700.

Weightman Group

RANK 73

Philadelphia

($ in millions)

U.S.	1987	1986	% chg
Gross income	14.0	13.0	7.7
Billings	93.4	86.0	8.6
✓			

U.S. billings

($ in millions)	1987	1986	% chg
Media	93.4	86.0	8.6
Materials & services	0.0	0.0	0.0
Capitalized fees	0.0	0.0	0.0

Workforce/facilities

	1987	1986	% chg
Employees in U.S.	201	220	(8.6)
Offices in U.S.	3	3	0.0

1987 billings by U.S. office

Office, city	Billings
Roska Direct Marketing, North Wales, Pa.	6.5
Schaefer Advertising, Valley Forge Pa.	28.2
Weightman Advertising, Philadelphia	58.6
Weightman Research, Philadelphia	N/A
Weightman Schaefer PR, Philadelphia	N/A

Source: All data from agency reports.

Annual Review

Virtually all the billings increase of $7.4 million at the agency came from new clients, the largest being Guest Quarters Suite Hotels, Wendy's Fast Food Restaurants (new markets) and Nutri-System Weight Loss Centers. Existing clients, especially Tastykake, Mannington Mills and Scott Paper, increased their budgets by $2.4 million in the aggregate more than compensating for the $2 million in lost accounts, much of that from Blue Cross/Blue Shield of Greater Philadelphia. A modest 5% billings growth is forecast for 1988 because of continued economic uncertainty in the advertising business. Employment at the group dropped 8.6% in 1987.

U.S. accounts

Gained: Aegis International; Alpha Engineering; American Tele/Response; Brookrock; Dun's Marketing Services; DuPont Corian; Educational Testing Services; Electronic Service Specialists; Equitable Life Assurance Society; W.L. Gore; Greentree Mortgage Company; Guest Quarters Suite Hotels; I.C.I. Americas; Incentive Consultants; Insurance Marketing Corporation; Klett Organization; Life Sciences; Nutri-System Weight Loss Centers; *Philadelphia* Magazine; Security Marine Credit; Star Datacom; Teleflex Inc.; Temple University; The Cease Fire Group; Wendy's Fast Food Restaurants; Whitewater Challengers; Yorktown, Inc.
Lost: Blue Cross-Blue Shield of Greater Philadelphia; CRC Chemicals; Hunt Manufacturing; Rothman Institute of Pennsylvania Hospital.

Officers

Charles Coffey, chmn & ceo—Weightman Group; John C. Goodchild, president & coo—Weightman Group; Dave Jordan, vice chmn & cfo—Weightman Group; A.O. Schaefer Jr., chmn-Schaefer Advertising; Jon Roska, president-Roska Direct Marketing; Jim Bruno, president-Weightman Schaefer PR; Paul Strasser, president-Weightman Research. Weightman Group—Neil Harrison, sr vp, exec media dir; George Corrigan, vp, business devel; James Saunders, controller; Douglas Schores, sr vp; George Erickson, vp, admin. Weightman Inc., Advertising—John C. Goodchild, president; H. John Burke, sr vp, dir of client svcs; Mark Plamondon, sr vp, group dir; Paul Burger, Harry M. Gwyn, sr vps, mgmt supers; William Luesford, sr vp, creative dir. Schaefer Advertising—Dave Jordan, president; Thomas F. O'Neill, exec vp; Neil Greenberg, vp, creative dir. Steve Emory, sr vp, mktg-Roska Direct Marketing; Charles Romm, exec vp-Weightman Schaefer Public Relations; Nitin Dalvi, vp, dir custom research-Weightman Research.
Phone: (215) 561-6100.

Wells, Rich, Greene

RANK 17

New York

($ in millions)

U.S.	1987	1986	% chg
Gross income	114.0	99.7	14.3
Billings	765.0	665.2	15.0

Workforce/facilities

	1987	1986	% chg
Employees in U.S.	805	N/A	N/A
Offices in U.S.	5	N/A	N/A

1987 billings by U.S. office

Office, city	Billings
Gardner Advertising, St. Louis	126.0
Wells, Rich, Greene, New York	507.0
Wells, Rich, Greene, Chicago	50.0
Wells, Rich, Greene, Detroit	36.0
WRG West, Los Angeles	46.0

Source: All data from agency reports. Office billings are AA estimates.

Top 10 U.S. agencies in business paper billings

Rank	Agency	Business paper billings 1987	Business paper billings 1986	U.S. billings 1987	U.S. billings 1986
1	Ketchum Advertising	27.9	21.1	610.0	488.5
2	Meldrum & Fewsmith	18.5	15.0	73.0	82.8
3	Anderson & Lembke	16.5	13.0	36.7	28.9
4	Albert Frank-Guenther Law	15.6	N/A	55.9	55.9
5	N W Ayer	15.4	18.7	878.0	672.0
6	Lewis, Gilman & Kynett	13.9	12.8	128.0	122.0
7	Campbell-Mithun	13.6	12.2	425.8	380.2
8	Hammond Farrell	12.2	12.1	18.7	18.6
9	Lord, Geller, Federico, Einstein	10.8	5.6	221.3	212.2
10	Fahlgren & Swink	10.4	12.7	118.6	113.9

NOTES: Dollars are in millions. Billings of subsidiaries listed on Page 4 are not included in parent company totals in this table. Data is compiled from 442 agencies reporting billings by media.

Annual Review

WRG recorded a 15% growth in billings in 1987, largely the result of strong new client gains: Polo/Ralph Lauren ($10 million), ITT ($11-12 million), Cosmair ($10 million) and MCI ($40 million). Because much of the new business was acquired late in the year, full-year returns in 1988 will have a significant impact on billings growth. Dick Macedo became president of WRG/West from Chiat/Day and is expected to help boost billings for this shop which recorded only 4% growth in 1987. The agency also formed a direct marketing unit.

U.S. accounts

Gained: New York—Polo/Ralph Lauren; ITT (corporate); Hearst (*Cosmopolitan*); Jos. E. Seagrams & Sons (new prods); Cosmair (Lauren, Polo, Chaps); MCI Communications; Waterford Wedgwood (Wedgwood china). Chicago—Stein, Roe & Farnham mutual funds.

Lost: Continental Baking (new prods); Procter & Gamble (Prell, Citrus Hill Plus Calcium).

Officers

Wells, Rich, Greene Inc.: Mary Wells Lawrence, chmn & ceo; Charles Moss, vice chmn & chief creative officer; William Benton, vice chmn; Tom Fagan, exec vp-fin & treas; Kathryn Lawrence, sr vp-fin planning; Richard Freedman, sr vp-fin, asst treas; Stanley Haspel, sr vp-legal, asst treas; Katherine Durham, sr vp-admin & pr; Ely Drogin, Phyllis Wagner, sr vps. Wells, Rich, Greene/Worldwide: Kenneth Olshan, chmn; Richard Hopple, president; Jayne Eastman, exec vp, dir-mktg & strategic planning; Richard Cohen, sr vp, corp rsch dir; Robert Geis, sr vp, corp media dir; Joanne Davis, sr vp, genl mgr-business devel; Susan Singer, sr vp, direct mktg; Hank Aneiro, sr vp, promo planning dir; Paul Schulman, sr vp-tv production; ctv mgr; Harold Singer, sr vp, dir-print production; Lewis Wechsler, sr vp, dir-network tv. Wells, Rich, Greene/New York: John H. Costello, Bill Mullen, Andre Van Stom, Nancy Vaughan, exec vps; Joel Benay, Bruce Bloch, Jay Dixson Byrne, Ila Clarkson, Hadassa Gerber, Martin Grant, Ron Hartley, Alex Hillenbrand, Ray Hirschman, Ken Manka, Eileen McKenna, Vincent Minicucci, Robert E. Moehl, Joan Overlock, Herb Passberger, Patty Rockmore, Frank Sampogna, Yolan Toro, Arnold Weinrib, Michael Wolff, sr vps. Wells, Rich, Greene/The Image Group: Ron Albrecht, Marcia Bell Grace, William Yamada, exec vps, creative dirs; Chris Hansen, exec vp, dir. WRG/The Image Group/The Polo Group: Sandy Carlson, exec vp, creative dir; Donald Sterzin, sr vp. Wells, Rich, Greene/Damon: Chuck Damon, president. Wells, Rich, Greene/Detroit: Jim Lawrence, sr vp, mng dir. Wells, Rich, Greene/Chicago: Larry Singer, president; Vance Webb, exec vp, dir-client svcs; Stanley Flaum, sr vp, dir-field svcs; Bill Lower, exec vp-creative svcs. Wells, Rich, Greene/West: Dick Macedo, president. Gardner Advertising: Kelly O'Neill, president; William A. Lahrmann Jr., vice chmn, dir-client svcs; John R. Fox, exec vp, genl mgr; James L. Perabo, exec vp, mgmt rep; William H. Tyler Jr., exec vp, creative dir; Karen Card, sr vp-admin; Alan C. Lindberg, sr vp, rsch dir. Advanswers: Donald A. Stork, president; Rose Busalacki, Charles Haines, Gordon Hendry, sr vps; John Marlow, sr exec officer; Joe Rousseau, Fred Webber, sr execs, group dirs; Kathy Lawson, Ray Ruzicka, vps, group dirs. Paul Schulman Co.: Paul Schulman, president.

Phone: (212) 303-5000.

Profiles with a check (✓) indicate an independent CPA or accounting firm has reviewed the gross income reported and signed a statement of verification supplied or approved by ADVERTISING AGE. *See story on Page 4.*

Wunderman Worldwide

RANK 24

New York

($ in millions)

Worldwide	1987	1986	% chg
Gross income	62.1	49.1	26.4
Billings	414.8	327.4	26.7
U.S.	**1987**	**1986**	**% chg**
Gross income	39.0	33.7	15.8
Billings	260.0	224.5	15.8

✓

U.S. billings

($ in millions)	1987	1986	% chg
Media	260.0	224.5	15.8
Materials & services	0.0	0.0	0.0
Capitalized fees	0.0	0.0	0.0

Workforce/facilities

	1987	1986	% chg
Employees w'wide	393	404	(2.7)
Employees in U.S.	393	404	(2.7)
Offices worldwide	5	5	0.0
Offices in U.S.	5	5	0.0

1987 billings by U.S. office

Office, city	Billings
Wunderman Worldwide, New York	240.0
Wunderman Worldwide, Detroit	21.0

Sources: All data from agency reports.

Annual Review

Changing its name from Wunderman Ricotta & Kline, this direct marketing subsidiary of Young & Rubicam reported billings growth of 15.8% domestically. Pivotal to this growth was an assignment from the U.S. Army. Other highlights included the launch of the American Express Optima Card and new assignments from AT&T, Clorox and American Express. A 26.7% worldwide billings increase included sizable volume from the introduction of a mail-order catalog for client J.P. Carroll & Co. Ltd., based in Ireland. Manufacturers Hanover Trust, the only account lost, was resigned. A joint venture was formed with CCX Network Inc. to provide clients and other companies with a marketing database called Infobase Services.

U.S. accounts

Gained: U.S. Army.

Lost: Manufacturers Hanover Trust.

Officers

Lester Wunderman, chmn; G. Steven Dapper, president & ceo; Michael Kilby, president-Wunderman Europe; Richard Colligan, vice chmn; Michael Becker, chief creative officer; Stanley Stefanski, exec vp, cfo; Worthington Linen, exec, group acct dir; Polly Langbort, exec vp dir-media; Pierre Passavant, sr vp-database svcs; Joel Tucciarone, sr vp, dir-strategic mktg; Richard Stollenwerck, exec vp, dir-client svcs; Martin Lock, Jerome Shereshewsky, Marj Kalter, Peter Raber; sr vps, group acct dirs; Lewis Dana, James Infantino, Paul Singer, Ed Flanagan, sr vps, group creative dirs.

Phone: (212) 909-0234.

Wyse Advertising

RANK 82

Cleveland

($ in millions)

U.S.	1987	1986	% chg
Gross income	12.3	12.1	1.5
Billings	93.2	87.5	6.5

U.S. billings

($ in millions)	1987	1986	% chg
Media	58.5	53.0	10.4
Materials & services	11.4	9.4	21.5
Capitalized fees	23.4	25.2	(7.2)

Workforce/facilities

	1987	1986	% chg
Employees in U.S.	185	173	6.9
Offices in U.S.	2	2	0.0

1987 billings by major office

Office, city	Billings
Wyse Advertising, New York	14.3
Wyse Advertising, Cleveland	78.9

Sources: All data from agency reports.

Annual Review

Billings growth of $5.7 million, up 6.5%, was strongly influenced by new clients, Sealy and Clairol. The Cleveland office grew by 7.8% while New York slipped 0.5% in billings. Growth from existing business totaling $3.6 million resulted from such clients as Stouffer Hotels and Restaurants, General Dynamics and BP America, which more than compensated for minor decreases clients. The departure of client National City Bank of Cleveland and several project-oriented clients accounted for the $3.3 million in losses, although the loss of Blue Cross/Blue Shield will not be felt until 1988. Yellow Pages directory advertising billings additionally decreased because of corporate mergers on the client side. Income levels remained static because fee business was transferred to actual media purchases and commissions were lower for media buys handled by a client's agency of record. A 10% increase in billings is projected for 1988, partly the result of a full year of billings from new clients, Genie Home Products and Pennbancorp & Gallatin.

U.S. accounts

Gained: Clairol Inc.; Genie Home Products; Sealy Inc., mattress; Pennbancorp & Gallatin; *New Woman*; WPIX.

Lost: National City Bank of Cleveland; Blue Cross/Blue Shield of Ohio.

Officers

Marc A. Wyse, chmn; Lois Wyse, president; James B. Rucker, Jr., vice chmn; Evelyn M. Reisz, secty, treas.

Phone: (216) 696-2424.

Young & Rubicam

RANK 1

New York

($ in millions)

Worldwide	1987	1986	% chg
Gross income	735.5	628.4	17.0
Billings	4,905.7	4,191.4	17.0
U.S.	**1987**	**1986**	**% chg**
Gross income	385.8	358.1	7.7
Billings	2,573.0	2,388.5	7.7

✓

U.S. billings

($ in millions)	1987	1986	% chg
Media	1,963.3	1,816.4	8.1
Materials & services	0.0	0.0	0.0
Capitalized fees	0.0	0.0	0.0

Workforce/facilities

	1987	1986	% chg
Employees w'wide	11,634	11,139	4.4
Employees in U.S.	4,876	4,949	(1.5)
Offices worldwide	212	158	34.2
Offices in U.S.	45	44	2.3

1987 billings by U.S. office

Office, city	Billings
Burson-Marsteller, New York	610.0
Cato Johnson/Y&R, New York	40.0
Stone & Adler, Chicago	N/A
Chapman/Stone & Adler, New York	75.0
CMF&Z, Cedar Rapids, Ia.	75.7
HDM, Chicago	53.7
HDM, Los Angeles	51.5
HDM, New York	94.2
HDM Direct, Los Angeles	6.5
Hutchins/Y&R, Rochester, N.Y.	55.0
Sive Associates, Cincinnati	30.0
Sudler & Hennessey, New York	131.1
Wunderman Worldwide, New York	240.0
Wunderman Worldwide, Detroit	21.0
Y&R Chicago, Chicago	74.5
Y&R Detroit, Detroit	197.0
Y&R New York, New York	880.0
Y&R San Francisco, San Francisco	62.0

Sources: All data from agency reports, except HDM office billings which are AA estimates.

Annual Review

Continuing to grow both domestically and overseas, Y&R grew by 17% in billings worldwide, which broke down into a 7.7% U.S. improvement (its big New York office grew 12%) compared to a 29.4% growth in non-U.S. billings, the latter fueled by large increases at Y&R Europe and continued expansion. The agency continued to obtain new accounts including U.S. Army ($100 million),

Manning: Return of the native

"The long way around is the shortest way home" proved true for Burt Manning. Passed over as successor to about-to-retire Don Johnston, chairman-ceo of JWT, in early 1986, Mr. Manning departed to become a principal and chairman of the executive committee at Jordan, Case, Taylor & McGrath, which quickly inserted his name between Jordan and Case. Meanwhile JWT was bought out by WPP, and in July 1987, Mr. Manning was asked to run JWT as chairman-ceo.

Five-year gross income and billings review

	Gross Income						Billings					
Year	**W'wide**	**% chg**	**U.S.**	**% chg**	**Foreign**	**% chg**	**W'wide**	**% chg**	**U.S.**	**% chg**	**Foreign**	**% chg**
Top 500 agencies												
1987	9,613.1	10.0%	6,217.7	-4.6%	3,395.4	36.8%	65,702.4	9.7%	42,971.2	-4.1%	22,731.2	35.9%
1986	8,648.9	5.5%	6,502.2	3.7%	2,146.7	10.9%	59,318.8	5.9%	44,740.8	7.5%	14,578.0	1.0%
1985	8,174.6	12.8%	6,262.2	15.7%	1,912.4	3.1%	55,805.5	13.2%	41,371.8	13.2%	14,433.7	13.1%
1984	7,129.4	14.6%	5,276.7	15.5%	1,852.7	12.0%	48,443.9	14.6%	35,895.4	15.5%	12,548.5	11.9%
1983	6,088.6	15.6%	4,458.1	20.6%	1,630.6	1.9%	41,388.0	15.9%	30,334.2	21.3%	11,053.7	1.0%
Top 100 agencies												
1987	8,402.4	12.3%	5,015.7	-4.2%	3,386.7	36.7%	57,294.6	11.8%	34,593.7	-3.9%	22,700.9	35.8%
1986	7,366.7	6.7%	5,223.9	3.7%	2,142.8	14.1%	50,513.5	7.3%	35,937.3	8.5%	14,576.2	4.5%
1985	6,870.1	8.7%	5,030.3	12.1%	1,839.8	-0.5%	46,805.7	9.0%	32,880.2	8.4%	13,925.5	10.3%
1984	6,272.2	14.1%	4,423.3	15.0%	1,848.9	11.9%	42,608.0	14.3%	30,115.3	15.3%	12,492.6	11.8%
1983	5,390.1	10.1%	3,761.3	13.6%	1,628.8	1.8%	36,535.6	10.2%	25,514.2	14.3%	11,021.4	0.7%
Top 25 agencies												
1987	6,796.5	16.2%	3,455.0	-5.8%	3,341.5	38.9%	45,932.3	15.4%	23,535.3	-6.1%	22,397.0	37.9%
1986	5,698.0	-1.5%	3,655.1	-9.4%	2,042.9	12.7%	38,868.4	-1.1%	24,966.6	-3.1%	13,901.8	2.5%
1985	5,781.9	10.1%	3,999.4	15.4%	1,782.5	-1.8%	39,297.1	10.6%	25,742.7	11.1%	13,554.4	9.6%
1984	5,196.2	13.9%	3,382.4	14.9%	1,813.8	12.0%	35,136.1	14.2%	22,879.1	15.4%	12,257.1	11.8%
1983	4,475.9	9.4%	2,879.3	13.6%	1,596.6	1.9%	30,154.7	9.2%	19,348.3	12.9%	10,806.4	2.5%

NOTES: Dollars are in millions. Change is computed from previous years' figures, including 1982, not shown. All figures are constant, representing reporting by the top agencies in the year given. See Page 4 for more footnotes.

Goodyear ($15 million), Chevron ($30 million), DuPont ($18 million) and Suchard/Brach's ($8 million) in the U.S., Ford ($20 million) and Lipton ($5 million) in Canada, Quaker ($3 million) and Heinz ($4 million) in the U.K., Suchard ($6 million) in Italy, Kodak ($5 million) in Australia and TWA ($20 million) in Europe. Many current clients also provided new assignments and/or increased spending. Major losses were from Gillette ($13 million), Walt Disney ($60 million), Ford U.S. Parts/Services ($20 million) and Fiat in Amsterdam ($10 million). The agency made no acquisitions in 1987. It restructured its New York office and continues to place emphasis on integrated global services.

U.S. accounts

Gained: U.S. Army; Goodyear; DuPont; American Home Boyle-Midway Brands ($6.5 million); Chevron; Royal Canadian Mint ($2 million); Arthur Andersen ($9 million); Jacobs Suchard/Brach's; Optima Card ($15 million).

Lost: Uniroyal ($8.5 million); Gillette, Right Guard & Silkience; Rust Oleum $3.2 million); Disney, media acct; Ford Parts & Services; Chi-Chi's ($7.5 million).

Foreign accounts

Gained: TWA—Europe; Ford—Canada; Lipton—Canada; Kodak—Australia; Heinz—U.K.; Credit Mutuel—France ($8 million), U.K.; Suchard—Italy; Dominion Securities—Canada ($6 million); Quaker Cereals—U.K.; Toys 'R Us—Germany ($4 million).

Lost: Fiat—Amsterdam; Burrus—Switzerland ($3.3 million).

Officers

Alexander Kroll, chmn & ceo-Y&R; Peter Georgescu, exec vp, president-Y&R adv; Harold Burson, chmn-Burson-Marsteller; James Dowling, exec vp, president & ceo-Burson-Marsteller; Lester Wunderman, exec vp, chmn-Wunderman Worldwide; R. John Cooper, exec vp, genl counsel, secty—Y&R; Roger Craton, exec vp, cfo-Y&R; Joseph De Deo, exec vp, president—Y&R, Europe; Roby Harrington, exec vp, chmn-U.S. Natl Group, Arthur Klein, exec vp—Y&R, president & ceo-Y&R, New York, president-direct mktg group; John P. McGarry Jr., exec vp, chmn-client svcs worldwide, chmn-Y&R, New York; James McCoubrey, exec vp, area dir-Canada, Austria & Africa.

Phone: (212) 210-3000.

Mickelberry divests agencies

Mickelberry Corp., the New York-based public holding company that began collecting advertising agencies in the early 1980s, has systematically divested itself of all but Calvillo, Shevack & Partners in the past year. First to go in January, 1987, was its biggest unit, C&W Group (formerly Cunningham & Walsh), sold to N W Ayer. In September, Laurence, Charles, Free & Lawson went to Lowe Howard-Spink & Bell PLC, London. Within LHS&B, LCF&L will network with Allen Brady & Marsh, London.

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Ad agencies ranked Nos. 101 to 500

U.S. agencies ranked Nos. 101-500, presented alphabetically in Section IV, represent 19.4% of total U.S. gross income of the Advertising Age 500. Profiles of individual agencies note when returns for subsidiaries are included in or excluded from gross income totals presented in Section I (Page 6). For the breakout of media spending by these agencies, see Section II (Page 18).

Rank 203

Abelson-Taylor, Chicago, reported consolidated totals in Section I that included subsidiary Abelson Taylor Fitzsimmons.

In 1987, Abelson-Taylor gained: American Antec; Amersham; Boehringer Mannheim Diagnostics; DuPont Critical Care; Henkel Corp; Squibb Diagnostics; Pandex.

The agency lost: Mallinckrodt; American Medical Systems.

Top execs: Marv Abelson, chmn; Dale Taylor, president, coo; Frank Catania, J. Robert McCormick, exec vps; Fred Fitzsimmons, president (ATF). Employees: 73.

Phone: (312) 781-1700.

Rank 267

Ackerman Advertising Communications, Glen Head, N.Y., in 1987 did not gain or lose any accounts.

Top execs: Skip Ackerman, president; Ruth Haltman, sr vp; Debra Callahan, Robert Horan, Walter Reed, vp, acct supers. Employees: 36.

Phone: (516) 759-3000.

Rank 113

Ackerman, Hood & McQueen, Oklahoma City, in 1987 gained: *Daily Oklahoman*; E.I. Dupont; KOCO-TV; Giddings & Lewis; FDMC; J.C. Potter Sausage Co.

The agency lost: Lowrance Electronics; Daisy Air Rifles; Oklahoma Tourism & Recreation; Kearney & Trecker.

Look Jane, see Spot. / See Spo

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Top execs: Angus McQueen, president & cfo; Ray Ackerman, chmn-exec committee; Charles H. Hood, chmn; Bruce Anderson, B.E. Fick, Jim Roberts, exec vps; William F. Winkler secty, treas & cfo; Peggy Howard, Jeff Nauser, Patti Weinbrenner, Debby Johnson, J.B. Bowers, Gail Daniels, Jeanette Elliott, Tim Oden, Melanie Hill, Sue Dimick, sr vps. Employees: 145 in 4 offices.

Phone: (405) 843-7777.

Rank 393

Adair Greene Advertising Agency, Atlanta, reported consolidated figures in Section I that included subsidiary, Bottlers Press.

In 1987, the agency gained: Wanderlodge; Bard Urological; Bruel & Kjaer Instruments; Georgia, Calif., Pa. Prostate Centers; Nabisco Brands; National Service Industries, Projexions, Inc.; Royston; South Central Bell.

The agency lost: None.

Top execs: William Adair, chmn; Warren Greene, president. Employees: 18.

Phone: (404) 351-8424.

Rank 361

Adams, Rickard & Mason, Glastonbury, Conn., in 1987 gained: GHM, Inc.; Whitehall Properties, Ltd.; The Whisk, catering.

The agency lost: Lydall, Inc.; Clinton Nursery Products.

Top execs: Frederick C. Adams, chmn; Albert D. Mason, president, ceo; Jonathan S. Rickard, exec vp-creative Employees: 29.

Phone: (203) 659-1311

Rank 493

AdCorp International Hawaii, Honolulu, in 1987 gained: Kaiser Development; Hawaii Kai Shopping Center; Foodmaker-Jack in the Box Restaurants.

The agency lost: Continental Airlines-Hawaii Region; Bishop Museum.

Top execs: John R. Strom, president; Keith Rollman, exec vp-creative; Michael Whelan, vp-finance. Employees: 6.

Phone: (808) 942-5191

Rank 387

Ad Hoc Marketing Resources, New York, in 1987 gained: Irving Trust; Chase Manhattan Bank, credit; Citibank, tax shelter center.

The agency did not lose any accounts.

Top execs: Karen Hochman, president; Philip Carlson, sr vp-coo; Michael Arum, sr vp. Employees: 15.

Phone: (212) 947-7100

Rank 395

Adler, Schwartz, Hackensack, N.J., in 1987 gained: General Automotive Specialty; Linear Dynamics.

The agency did not report accounts lost.

Top execs: Peter Adler, president; George E. Lynn, exec vp; Judith M. Donovan, Jan Kraner, vps. Employees: 20.

Phone: (201) 488-4100

Rank 495

Admiralty Marketing & Advertising, Burlingame, Calif., in 1987 neither gained nor lost any accounts.

Top execs: Charles Thomas, president; Suzanne King, vp. Employees: 3.

Phone: (415) 348-9377.

Rank 466

Ad-Pro Inc., Sycamore, Ill., in 1987 gained: Ideal Industries; Hawera, Inc.; A.O. Smith Harvestore.

The agency did not report accounts lost.

Top execs: Diana L. Leifheit, president; Robbie R. Robbins, exec vp; Robert E. Meierhans, vp. Employees: 11

Phone: (815) 895-2000

Rank 452

Ad-Tech Communication, Miami Lakes, Fla., in 1987 gained: Storz Ophthalmics; Epics Division, Coulter Corp.; Diamedix Corp.

The agency lost: None.

Top execs: William R. Quinlivan, mktg partner; Daniel K. Palmer, mgmt partner; Florian Pfister, creative partner. Employees: 10.

Phone: (305) 556-7261.

Rank 255

Advertising Works, Honolulu, reported consolidated figures in Section I that included subsidiary, Intercomm Public Relations.

In 1987, the agency gained: Restaurant Row; Holiday Mart; International Marketplace; Pioneer Chicken.

The agency lost: Whalers Village Shopping Center.

Top execs: Darrel Kloninger, president, co-owner; Carol Apiki, vp, creative super; Jerry Keller, mng dir; Jim Rudosky, Jeff Pugh, acct super; Mike Murata, creative dir; Sally Gudoy, treas; Cheryl Gregorio, president-Intercomm PR. Employees: 40.

Phone: (808) 955-4416.

Rank 473

A.I.M., Foster City, Calif., in 1987 gained: Avis Car Sales.

The agency lost: Ambassador Inns.

Top execs: James Filer, president; Margaret Filer, vp.

Employees: 8.

Phone: (415) 349-5555.

Rank 223

Anderson Communications Cos., Dallas, reported consolidated figures in Section I that included subsidiaries:

·Anderson Video Production
·Peterson & Co.
·PrestonWord
·Rose Saginaw Marketing Services

In 1987, the agency gained: Compaq Computer Corp.; JC Penney Co.; VHA Southwest; Hogan Systems; Northern Telecom; Arlington Cancer Center; Arthur Andersen & Co.; Charter Builders; Casa Linda Plaza; MADD; Poly-America; Chapala Int'l.; Golden Circle; Maytag; National Pork Prod.

The agency lost: Encon; Gundle; Family Medical Centers.

Top execs: Joe Anderson, chmn; Bert Fischel, president; Ron Jenkins exec vp; Ken Benkstein, vp, genl mgr-Anderson Comm., Des Moines; Joe Gallehugh, vp, genl mgr-Anderson Fischel, Houston; Lynn Treachler, vp, cfo; Bryan Peterson, president-Peterson & Co.; Bobby Larson, vp, genl mgr-PrestonWord; Rose Saginaw, president-Rose Saginaw Marketing Services. Employees: 68 in 4 offices.

Phone: (214) 233-8461.

Rank 238

Anderson & Lembke, Stamford, Conn., in 1987 gained: DCA, data communications; GTX, scanning systems; Plus Development.

The agency lost: Learning International.

Top execs: Steve Trygg, president; Hans Ullmark, exec vp. Employees: 31.

Phone: (203) 357-1189.

Rank 246

Anson-Stoner, Winter Park, Fla., reported billings based on fiscal returns for

run. / See Spot run on time.

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Top 10 U.S. agencies in transit ad billings

		Transit ad billings		U.S. billings	
Rank	Agency	1987	1986	1987	1986
1	Young & Rubicam	5.9	5.5	2,031.1	1,871.2
2	Ally & Gargano	4.0	5.0	316.7	296.1
3	Laurence, Charles, Free & Lawson	2.7	2.5	302.0	287.0
4	Geer, DuBois	2.0	2.0	115.0	105.0
5	Tatham-Laird & Kudner	1.5	1.2	241.8	238.5
6	TBWA Advertising	1.2	1.0	125.9	104.7
7	Kerlick, Switzer & Johnson Advertising	1.0	N/A	41.6	N/A
8	Cosmopulos, Crowley & Daly	0.7	N/A	22.6	20.9
9	Omni Marketing	0.5	N/A	57.0	46.0
10	David Deutsch Associates	0.5	0.4	49.9	40.5

NOTES: Dollars are in millions. Billings of subsidiaries listed on Page 4 are not included in parent company totals in this table. Data is compiled from 442 agencies reporting billings by media.

11-months. In 1987 the agency gained: You-TV; WWLV Radio; Jiffy Lube; Grand Union; Ligonier Ministries; Fl Department of Economic Development; Hilton, St. Pete; Sheraton; Atlantic Shores Hospital.

The agency lost: Marriott Bay Point Resort.

Top execs: Joseph B. Anson, president; Michael R. Stoner, Carl E. Gustin, Jeff Sternberg, vps.
Employees: 50.

Phone: (305) 629-9484.

Rank 447

Aragon Sales Development Services (formerly Frank/James Direct Marketing) St. Louis, in 1987 gained: FMC Corp.; Illini FS; Krane Mfg; Mobay Chemical; Masonry Institute of St. Louis; Busch AG.

The agency lost: Elanco.

Top execs: Patricia Biggerstaff, exec vp-mng dir; William W. Shewman, Robert C. Zeitinger, vp; David Joest, vp-finance. Employees: 7.

Phone: (314) 726-4605.

Rank 363

Donald L. Arends Inc., Oak Brook, Ill., in 1987 gained: Durable Wire.

The agency lost: Richards-Wilcox Mfg. Co.; Baron-Blakeslee.

Top execs: Donald L. Arends, ceo; Robert K. Erickson, president. Employees: 23.

Phone: (312) 990-0220.

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Rank 502

N. Armstrong Advertising Agency, Lubbock, Texas, in 1987 gained: Ruth Little Antiques.

The agency lost: Computer System Services; Dynasty; Garden Sandwich Shoppe.

Top exec: Nelda Armstrong, owner. Employees: 4.

Phone: (806) 765-6283.

Rank 470

Noble Arnold & Associates, Schaumburg, Ill., in 1987 neither gained nor lost any accounts.

Top execs: Noble Arnold, president; John Perkins, exec vp-creative; Mike O'Connell, exec vp-acct mgmt; Pat Tims, exec vp-consumer prods. Employees: 15.

Phone: (312) 882-8808.

Rank 496

Arnold & Underwood, San Francisco, annualized its figures in 1987 based on operations covering seven months. In 1987 the agency gained: Foothill Bank; Montgomery Capital Corp.; Bradford Financial; *San Francisco*; San Francisco Restaurant Society; Royal Viking Lines; Hill & Knowlton.

The agency lost: Bradford Financial.

Top exec: Maxwell Arnold, owner. Employees: 2.

Phone: (415) 781-0530

Rank 471

Asher Agency, Fort Wayne, Ind., in 1987 gained: Burger King Co-op; Dukes Hospital; Fort Wayne Community Schools Career Development; Kentucky Fried Chicken Co-op; Pella Window Stores, Dayton; South Bend Sash & Door; Mad River Apartments, Dayton; North Pointe Villas; Wallen Hills; Sycamore Hills; Covington Hollows; Goldstine/Northill (Fort Wayne).

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Our American Family Group Co-ops "target in" on 20 million large, young families, 85% with microwave ovens.
- High Product Velocity: 2.2 kids per household
- Heavy Redeemers: 9 out of 10 redeem three or more coupons weekly
- Convenience Factor: most are working mothers
- Disposable Income: average $31,000 +

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The agency did not lose any accounts.

Top execs: Timothy S. Borne, president; Thomas J. Price, sr vp. Employees: 11.

Phone: (219) 424-3373.

Rank 425

Associates & Larranaga, Minnetonka, Minn., in 1987 gained: Aero Drapery; Silent Knight; Southwest Area Transit.

The agency lost: Insty Prints; Mount Sinai Hospital.

Top exec: Robert D. Larranaga, president. Employees: 17.

Phone: (612) 933-1446.

Rank 138

Bader Rutter & Associates, Brookfield, Wis., in 1987 gained: Kearney & Trecker; Agracetus; Bio Gro Systems; Eaton Corp.; U.S. Marine Power Corp.

The agency lost: PPG Industries; American Breeders Service.

Top execs: Ronald L. Bader, president; Richard S. Jensen, exec vp. Employees: 112.

Phone: (414) 784-7200.

Rank 261

Baker, Abbs, Cunningham & Klepinger, Birmingham, Mich., in 1987 gained: Hardee's Food Systems; Arrow Exit System.

The agency lost: Akzo Coatings America.

Top execs: Ernest W. Baker, chmn; Kathryn "Kit" King, president; B.H. Cunningham, treas; Robert J. Cunningham, exec vp; John R. Ballantyne, sr vp. Employees: 42.

Phone: (313) 540-5400

Rank 449

Perry Ballard/Advertising, St. Joseph, Mich., in 1987 gained: Paul Hertzler & Co.; Arnold Transit Co.; Blair International.

The agency lost: Pro Line Co.; Kirkhof Transformers.

Top execs: Perry O. Ballard Jr., president, chmn; L. Annette Ballard, vp-media; Nancy Rodell, genl mgr-technical div. Employees: 21 in 2 offices.

Phone: (616) 983-0611

Rank 488

Barlow Murray Advertising, Syracuse, N.Y., in 1987 gained: [illegible] Hill Vineyards; Heritage Compani[illegible]opping center developer.

The agency did not report accounts lost.

Top execs: Holly B. Burns, president; Carroll M. Palmer, vp-secy-treas. Employees: 7.

Phone: (315) 478-2154.

Rank 331

Barney & Patrick Advertising, Mobile, Ala., in 1987 gained: Alabama Bureau of Tourism & Travel; Mobile Area Chamber of Commerce.

The agency lost: None.

Top execs: McGowin I. Patrick, president; J. Tyler Turner Jr., exec vp; Ken Teason, Marion F. Hartley, sr vps; George Yurcisin, Susan Cardwell, vps. Employees: 24.

Phone: (205) 433-0401.

Rank 272

Barnhart Advertising & PR, Denver, in 1987 gained: Breckenridge Hilton, Centrum, Moore & Co., Metropolitan State College, Hyatt Regency Denver.

The agency lost: Clarion Hotels.

Top execs: Terry L. [illegible]hart, chmn; Robert I. Wolper, presid[illegible] Employees: 38.

Phone: (303) 744-3211.

Rank 204

Barnum Communications, New York, in 1987 gained: Circon ACMI; Lasker Foundation; Nygene Corp.; Pall Biomedical Products Corp.

The agency lost: Bio Products; Travenol Laboratories.

Top execs: H.J. Barnum Jr., M.D., chmn; Dorothy M. Philips, Ph.D., president; Peter G. Neaman, Burton P. Pollack, Judith B. Smith, sr vps. Employees: 60.

Phone: (212) 995-2990.

Rank 292

Baron & Zaretsky Advertising, New York, in 1987 gained: *Accounting Today; Nations Restaurant News; Chain Store Age Executive*; Camp Socks, division of Union Underwear; Ethan Allen; *Carribean Fisherman; Sports Afield*; ICI Victrex.

The agency lost: *Good Housekeeping; Cosmopolitan.*

Top execs: Ken Baron, president; Burt Zaretsky, exec vp. Employees: 23.

Phone: (212) 677-1747.

Rank 353

Battenberg, Fillhardt & Wright, San Jose, Calif, in 1987 gained: TeleVideo Systems; Nashoba Systems.

The agency lost: Ungermann-Bass; Quantum Corp.

Top execs: Curtis L. Wright, president; Charles H. Fillhardt, exec vp-creative dir; Lynn M. Battenberg, exec vp-treas; David M. Murphy, sr vp-acct svcs. Employees: 16.

Phone: (408) 287-8500

Rank 301

Bauerlein Inc., New Orleans, in 1987 gained: B.F. Trappey's Sons; Cort Furniture Rental Corp.; Premier Athletic Club.

The agency lost: Pizza Hut, South LA region; Don Bohn Ford.

Top execs: John P. Green, president; Thomas J. Long, exec vp; Eugene G. Barnes, chmn. Employees: 38.

Phone: (504) 522-5461.

Rank 108

Bayer Bess Vanderwarker, Chicago, in 1987 gained: Helene Curtis Industries, Suave Personal Products; Main-Street Stores; Chicago Hilton & Towers; Chas. A. Stevens Co.; Kretschmer Wheat Germ.

The agency lost: Instant Quaker Oatmeal; Quaker Oatmeal.

Top execs: Gary R. Bayer, chmn, ceo; Ronald W. Bess, president, coo; Tony Vanderwarker, vice chmn-chief creative officer; Robert Irvine, exec vp, dir media svcs; Jan Jaffe, exec vp, dir strategic planning & rsch; Brian Goodall, sr vp, dir acct mgmt; Andrea Trotenberg, sr vp, grp creative dir; Wendy Marquardt, sr vp, dir bcst; Susan Emerson, Greg Gwynne, sr vps, grp creative dirs. Employees: 106.

Phone: (312) 861-3800

Rank 391

Beaumont, Heller & Sperling, Reading, Pa., in 1987 gained: JLG Industries; McConnellsburg; Aerial Work Platforms & Materials Handling Products.

The agency lost: Landis Tool Div. Litton Industries Automation Systems; New York State Society of Otolaryngologists & Maxillofacial Surgeons.

Top execs: Robert D. Beaumont, president; Donald T. Beaumont Jr., sr exec vp, secty, treas; James Buchanan, sr vp, media/mktg dir; Alfred K. Walter, sr vp, pr dir; William E. Kemper Jr., James E. Ludwig Jr., vps; John R. Sergeant Jr., vp, dir mail & prtg prod mrg. Employees: 38.

Phone: (215) 375-4311.

Rank 134

Beber Silverstein & Partners, Miami, did not report financial figures. Totals in Section I were estimated by Ad Age based on accounts gained and lost during 1987 and comments about total billings from agency principals that were reported in this publication in 1987.

In 1987, the agency gained: Humana Inc.; Trojan Yachts; Schenley Affiliate Brands Corp.; Doral Hotels of Florida; California Teachers Assn.; Kovens Enterprises, Trump Plaza.

It lost Austin Rover of North America Inc.; Budget Rent-A-Car franchises (Miami, Palm Beach, Washington, Los Angeles); State of Florida tourism; *Miami Herald*; Squirt; Trump Plaza.

Top execs: Joyce Beber, president; Elaine Silverstein, exec vp; Dan Abramson, vp-acct super; Myer Berlow, vp-mktg & media svcs; Russel Slaughter, sr vp-creative dir; Bruce Goldman, vp-creative dir; Henry Goldberg, Robert Bishopric, Charles Conklin, vp-acct supers; Louise Gainey, vp-media dir; Orlando Hernandez, vp-production; David Yaldes, vp-controller; Joel Allerhand, sr vp-dir media mgmt; Darrington Gayle, vp-broadcast svcs; Susan Bishopric, vp/dir pr; Sid Levin, partner. Employees: 120 in 3 offices.

Phone: (305) 856-9800.

Rank 337

Beckman Associates, Albany, N.Y., in 1987 gained: Columbia Mfg; State Line Snack Foods, salted snacks; CB Sports.

The agency lost: The Dry Goods.

Top execs: Richard N. Beckman, chmn-ceo; Kevin C. Meany, president; Mark J. Kelly, sr vp. Employees: 34.

Phone: (518) 465-4573.

Rank 156

Benito Advertising, Tampa, Fla., in 1987 gained: Maas Brothers/Jordan Marsh.

The agency lost: Pinellas County Tourism Development Council; Travel Agents International.

Top execs: Jack Painter, president & cob; Duke Miller, Ken Bernhardt, exec vps. Employees: 95.

Phone: (813) 287-8200.

Rank 147

Bentley, Barnes & Lynn, Chicago, in 1987 gained: Chicagoland Nissan Dealers Assn; Balmoral Race Track; Dickson Co.; Pavilion.

The agency lost: Hilton Athletic Apparell; Zale Construction; Lube Pro; Bank of Arlington Heights.

Top execs: Merrill Litow, chmn; Paul Oleff, president; Samuel M. Conforti, secty, treas; Linda Konitz, exec vp, dir creative svcs; Ed Suffrin, exec vp, creative dir. Employees: 135 in 4 offices.

Phone: (312) 467-9350.

Rank 250

Berenson, Isham & Partners, Boston, in 1987 gained: Option America; Chicago Commodity Corp.; United Shoppers of America; Computer Forum; Faj, Inc.

The agency did not report accounts lost.

Top execs: Paul S. Berenson, president, ceo; Carolynn C. Isham, exec vp; Louis H. Flanders III, sr vp; James L. Magliulo, vp. Employees: 17.

Phone: (617) 423-1120.

Rank 157

Berenter Greenhouse & Webster, New York, in 1987 gained: H-O Cereals; Beth Israel Medical Center; City of New York.

The agency lost: Galoob Toys.

Top execs: William Berenter, chmn, co-creative dir; Martin Greenhouse, exec vp, co-creative dir; Barrie Webster, president; Ted Pulton, sr vp; Sandy Frank, sr vp, cfo. Employees: 42.

Phone: (212) 995-9500.

Rank 241

Berger Stone & Partners, New York, in 1987 gained: Ortho Pharmaceuticals-Micatin Div; Weight Trimmers.

The agency did not report accounts lost.

Top execs: Joseph Stone, president; Martin Regen, exec vp; John Yakata, Allen Schwartz, sr vps; Kenneth Rhodes, vp, genl mgr. Employees: 23.

Phone: (212) 752-6333

Rank 282

Bermudez & Associates, Los Angeles, in 1987 gained: Jostens.

The agency lost: Pacific Bell Yellow Pages; Pacific Bell Corporate.

Top execs: Eduardo Bermudez, cmn,ceo; James P. Golightly, president, coo; Richard Chase, sr vp-cfo; Fernando Tamayo, sr vp-creative dir. Employees: 30.

Phone: (213) 207-4606.

Rank 122

Bernstein-Rein Advertising, Kansas City, in 1987 gained: *Kansas City Star*; Western Auto-Wholesale Div.

The agency lost: None.

Top execs: Robert A. Bernstein, president; Irwin D. Rein, exec vp; Dave Lubeck, John Pepper, sr vps. Employees: 127 in 3 offices.

Phone: (816) 756-0640.

Rank 461

Bertucci Maren Associates, Bristol, Pa., in 1987 gained: Pannier Graphics; A.C. Kohr; Pleasures Restaurant; Stix Chinese Restaurants; L.A. Development; Cottco Inc.

The agency lost: Corrugated & Closet Concepts.

Top execs: Andrew D. Bertucci, presi-

dent; Nancy Maren, vp. Employees: 17.
Phone: (215) 785-1920.

Rank 193
BHN Advertising & PR, St. Louis, reported consolidated figures in Section I that included subsidiary, BHN/YP, Yellow Page placement.

In 1987, the agency gained: Bi-State Transit System; Executive Coach Builders; Integrated Newspaper Systems; Jewish Hospital; Lincoln, subsidiary of Pentair Inc.; Merchants Grain & Transportation Co.; Monsanto Chemical Co., Therminol Fluid Products; Polygon, Inc.; St. Louis County Parks & Recreation Dept.; St. Louis Economic Development Campaign; Village Bank of St. Louis County.

The agency lost: A.P. Green, KHTR Radio; Starrco Co.; Tartan Corner.

Top execs: Kennett C. Johnson, chmn & ceo; Robert F. Rubin, secty, treas; George T. Gale, exec vp, president-St. Louis adv div; John R. Bell II, president, BHN-pr div; Tom Birkenmeier, sr vp, creative dir; Irv Jensen, sr vp, coo; Bill Kiburz sr vp, dir-acct svcs; Dan Fineberg, president-BHN/YP; Peter Langmack, president-BHN, Cedar Rapids; John Blakemore, president-BHN/Columbia. Employees: 95 in 3 offices.

Phone: (314) 241-6275.

Rank 284
Biederman & Co., New York, reported consolidated figures in Section I that included subsidiary, Betacom Inc.

In 1987, the agency gained: Emhart Corp.; Hercules Engines Inc.; Stuart-James Co.; Sea Island Cotton Growers Assn.; Foreign Market.

The agency lost: ITT Corp.; Freixenet; S.A.; Le Clip USA.

Top execs: Barry Biederman, chmn, creative dir; John Kelly, coo, dir acct mgmt; Monica Shaffer, sr vps, media dir; Murray Salit, president, Murray Salit & Associates; Francis X. Houghton, exec vp; Charles Frost, sr vp.

Phone: (212) 929-7200.

Rank 161
William R. Biggs/Gilmore Associates, Kalamazoo, Mich., reported consolidated figures in Section I that included subsidiary, Nancy Skinner Associates.

In 1987, the agency gained: University Sound; Upjohn Pharmacy Trade Relations; Midwest Commerce Bank; Hart & Cooley; R.L. Corp.; Rodier.

The agency did not report accounts lost.

Top execs: William R. Biggs, chmn; Ron Davis, president; David Hunt, sr vp; Don DeGroot, secty, treas; Peter Horst, sr vp, dir creative svc; Jeff White, vp-business devel; Harold Bennett, vp/media; Phillip Long, vp/pr. Employees: 110 in 7 offices.

Phone: (616) 349-7711.

Rank 205
Blair Advertising, Rochester, N.Y., part of Diversified Agency Services at Omnicom Group, in 1987 gained: First Federal Savings & Loan; Rochester Convention & Visitors Bureau; Pizza Hut, National Sales Promotion; Xerox Service Group.

Top execs: John F. Kraushaar, chmn; J. Richard Dunlevy, vice chmn, ceo; Edmond C. Froehlich, president & coo; Jon S. Sims, exec vp, genl mgr-sales prom div; John R. Brown, exec vp, creative dir. Employees: 60.

Phone: (716) 473-0440

Rank 478
Blanchard & Associates, Minneapolis, did not report accounts gained or lost in 1987.

Top exec: Ike Austin, president. Employees: 7.

Phone: (612) 332-1557.

Rank 106
Barry Blau & Partners, Fairfield, Conn., reported consolidated figures in Section I that did not include subsidiary, IOCC, Ltd.

In 1987, the agency gained: The Boston Company; Endless Vacation Systems; Whirlpool, service contract sales.

The agency lost: Value Line.

Top execs: Barry Blau, chmn, ceo; Dennis Eastham, president, coo; Ronald Friedman, vice chmn; Peter Blau, sr vp-creative dir; Fred Kaseff, cfo; J. Donald Gartland III, Mark Goroff, Paul Gravelle, Carla Hendra, Thomas Lemke, Irving Mayer, Jack Miller, Robert Wilke, sr vps. Employees: 109 in 4 offices.

Phone: (203) 254-3700.

Rank 364
Boelter & Lincoln Advertising, Madison, Wis., reported consolidated figures in Section I that included subsidiary, Zins, Boelter & Lincoln.

In 1987, the agency gained: Noah's Ark; Credit Union Natl. Assn; *Everybody's Money*; Dreyer HMO; Isthmus.

The agency lost: Unity Health Plan.

Top execs: Robert Boelter, president; John Lincoln, exec vp; Allan D. Zins, president-pr. Employees: 36 in 2 offices.

Phone: (608) 251-3381.

Rank 295
Bonneville Media Communications, Salt Lake City, in 1987 gained: Major League Baseball; Mrs. Fields Cookies; Bonneville Telecommunications; American Library Assns; Salvation Army.

The agency lost: None.

Top execs: Richard D. Alsop, president; Jeffrey L. Hilton, vp-acct mgmt. Employees: 107.

Phone: (801) 237-2600.

Rank 166
Borders, Perrin & Norrander, Portland, Ore., reported consolidated figures in Section I that included subsidiary, Ager/BPN Public Relations.

In 1987, the agency gained: Portland General Electric; First Security Service Co.; Greater Portland Convention & Visitors Assn.

The agency lost: Blitz-Weinhard; Oregon Economic Development Div; Gerber Legendary Blades; Shindaiwa; Zell Bros. Jewelry; Hoody Corp.; Mannesmann-Tally; Warn Industries; KSTW-TV.

Top execs: William Borders, president & creative dir-BPN; Mark Norrander, exec vp-BPN; Peter Hatt, coo-BPN; Lee Snedaker, president-BPN/Intermountain; Stephanie Ager, president-Ager/BPN [illegible] Employees: 74 in 5 offices.

Phone: (503) 227-2506.

Rank 465
Earle Bower Associates, New York, in 1987 gained Golf World and lost Koni America.

Top execs: Earle Bower, president; John Nordland, vp, creative dir; John, Baroody, vp, media dir. Employees: 7.

Phone: (212) 682-3920.

Rank 270
Brady Co., Menomonee Falls, Wis., in 1987 gained: Automating Peripherals; Chick Master Incubator Co.; Enerpac Group; Applied Power; Fort Dodge Laboratories; L.T. Hampel Corp.; Microseal Corp.; Photofile Inc.; Wisconsin Lift Truck Corp.

The agency lost: ASI Inc.; Butler Mfg; Pride Co.; Pitman-Moore; Rolyan Medical; St. Francis Savings & Loan; Wisconsin League of Financial Institutions.

Now, while everyone else is sending mail that looks mass-produced, you can send mass-produced mail that looks personal, gets opened ... and gets read.

Introducing Opti-Scan: A breakthrough production technology that lets you personalize multiple direct mail package elements and insert them into a conventional closed-face personalized outer envelope.

It gives you the look and feel of an individually typewritten letter.

Compare Opti-Scan to any other personalized direct mail production technology. You'll find none better. That's because Opti-Scan uses advanced imaging technology to personalize multiple package elements, and then goes one step beyond what any other system can offer: It uses state-of-the-art lasers to optically read and match your personalized mailing components and insert them into a conventional closed-face personalized outer envelope. The result is a direct mail package that looks and feels as though it has been typed by your secretary.

It lets you meet your volume requirements—from as little as 10,000 to over 1,000,000 pieces per day.

Throw away the limitations of the past. Opti-Scan means you'll no longer have to settle for either a lower-quality product or a smaller-quantity mailing. That's because Opti-Scan provides you with the best of both worlds: the absolute highest quality, at production volumes that can meet virtually every direct marketer's needs.

It's fast and it's accurate.

As a matter of fact, Opti-Scan is up to 10 times faster than any other technology in its category. It personalizes, matches, and inserts your package elements at a rate no one ever thought possible. And the advanced optical reader utilized by Opti-Scan is far more accurate than the hand-match and semi-automated matching technologies previously available.

It's the single most affordable way to personalize multiple direct mail package components and insert them into a conventional closed-face outer envelope.

Here at last is an affordable way to create truly personal-looking direct mail that can break through today's mailbox clutter. Opti-Scan's advanced computer technology makes it efficient to use no matter how small or large your mailing may be. And that means you finally have the flexibility to creatively do what you need to do to get your mailings opened and read in today's fiercely competitive direct mail environment.

It's available only from LaSalle.

Only LaSalle can offer you the revolutionary Opti-Scan technology. LaSalle has been serving the production and lettershop needs of the country's leading direct marketers for more than 40 years. Our representatives are ready to provide you with responsive, personal service at an affordable price.

Interested in finding out more about how Opti-Scan can help improve your direct mail efforts?

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☐ YES! I want to know more about Opti-Scan, the practical, cost-efficient way to create personal-looking direct mail packages that break through the clutter. Please send me a sample package and information.

☐ I'd like to see Opti-Scan in action. Call me to arrange a tour of your facility.

Name

Title

Company

Address

City State Zip

( )
Phone

Mail to:
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Attention: Daniel Solomon
President, Direct Marketing
815 Hutchinson River Parkway
New York, NY 10465

AE-33

Top 10 U.S. agencies in point of sale billings

Rank	Agency	Point of sale billings 1987	Point of sale billings 1986	U.S. billings 1987	U.S. billings 1986
1	Grey Advertising	43.5	42.8	1,455.4	1,358.0
2	Foote, Cone & Belding	24.4	19.4	1,369.7	1,389.2
3	Leo Burnett Co.	13.4	9.0	1,550.0	1,361.6
4	Long, Haymes & Carr	9.0	5.8	60.7	51.3
5	Medicus Intercon International	8.4	13.0	102.7	82.4
6	Penny/Ohlmann/Neiman	6.3	4.3	20.1	16.1
7	Frank J. Corbett Inc.	5.3	3.7	52.9	36.7
8	Admarketing	3.7	3.6	201.0	184.0
9	Lavey/Wolff/Swift	3.6	3.0	72.2	59.7
10	Omni Marketing	3.1	4.6	57.0	46.0

NOTES: Dollars are in millions. Billings of subsidiaries listed on Page 4 are not included in parent company totals in this table. Data is compiled from 442 agencies reporting billings by media.

Top execs: John B. Liebenstein, president & ceo; Karl F. Ohm, chmn. Employees: 65 in 3 offices.

Phone: (414) 255-0100

Rank 440

Brashe Advertising, Jericho, N.Y., in 1987 gained: State Savings Bank; Brother International Jewelers; Whaleco Oil Co. The agency did not report accounts lost.

Top execs: Harvey Cherkis, president; Philip Cincotta, exec vp. Employees: 8.

Phone: (516) 935-5544.

Rank 107

Brouillard Communications, New York, reports figures in Section I that also are included in those of J. Walter Thompson Co., which was bought out by WPP Group PLC in 1987.

In 1987 Brouillard gained: Tucker Anthony; Freedom Distributors; Integrated Resources.

The agency lost: Keycorp; Moseley.

Top execs: James H. Foster, president; Irene A. Hansen, sr vp-fin admin & agency svcs; Terrence Hill, sr vp-exec dir; Richard Eyman, Miranda Lee, J. Douglas Longmire, Robert Scott, sr vps, acct dirs; Betsy Halpern, sr vp-pr; Frank Massaro, sr vp-media dir; Carl LeVander, sr vp-grp creative dir; Larry Scaglione, sr vp-ad svcs. Employees: 90.

Phone: (212) 867-8300.

Rank 323

Buckheim & Rowland, Ann Arbor, Mich., in 1987 gained: Compuware Corp.; Pioneer Communications of America. It lost: Thetford Industries.

Top execs: Harvey Bailey, president; Melvin Medrich, sr vp, creative dir; Mark Paris, vp-plng, mktg, media; Jon Gustafson, vp-assoc creative dir; Steve Melzian, vp-print prod. Employees: 31.

Phone: (313) 769-6771.

Rank 171

Buntin Advertising, Nashville, Tenn., reported consolidated figures in Section I that included subsidiary, Buntin Public Relations Co.

In 1987, the agency gained: Pinkerton Tobacco Co.; Beaman Automotive Group; Vanderbilt University Medical Center.

The agency lost: Jacques-Miller; Hospital Corp. of America; National Rehabilitation Centers.

Top execs: Jeffrey W. Buntin, president, creative dir; John Sharpe, sr vp, dir of client svcs; Bill Stejskal, sr vp, dir of mktg; Steve Dennision, sr vp, acct super; Jack W. Pentzer, sr vp, dir of operations; S.A. Habib, J. Michael Marion, sr vps, assoc creative dirs; H. Rex Hammock, president-Buntin PR. Employees: 100.

Phone: (615) 244-5720.

Rank 209

David K. Burnap Advertising Agency, Dayton, Ohio, in 1987 gained: Society Bank NA; GE Superabrasives; Duramed Corp.; Leibert Corp.

The agency did not lose any accounts.

Top execs: David K. Burnap, president; H. Edward Waller, exec vp. Employees: 31.

Phone: (513) 439-4800

Rank 120

Burrell Advertising, Chicago, reported consolidated figures in Section I that did not include subsidiary, Burrell Public Relations.

In 1987, the agency gained: Zayre Corp.; Polaroid Corp.; Gerber Products Co.; California State Lottery.

The agency lost: California Cooler.

Top execs: Thomas Burrell, chmn & ceo; Barbara Burrell Glover, vice chmn; John G. Stanek, sr vp-finance; William Sharp, sr vp-G.M. Atlanta; Sarah Burroughs, sr vp-G.M. Chicago; Anna Morris, sr vp, creative dir; Linda Pharr, sr vp, mgmt super. Employees: 88 in 3 offices.

Phone: (312) 443-8600.

Rank 202

Lawrence Butner Advertising, New York, in 1987 gained: *Air & Space Smithsonian Magazine; Weight Watchers Magazine*.

The agency did not lose any accounts.

Top execs: Lawrence Butner, president; Eleanor Butner, exec vp; Nevil Cross, Pam Weinberg, Robin Butner, Nancy Silberstein, Bob Beatty, vps. Employees: 37.

Phone: (212) 682-3200.

Rank 123

Calville, Shevack & Partners, New York, a subsidiary of Mickelberry Corp., reported consolidated figures in Section I that included subsidiaries:

·Rittenband/C.S.&P.

·Jones & Owens/C.S.&P.

In 1987, the agency gained: Franklin Computer; Autophon. It lost: Ayerst Laboratories.

Top execs: Ric Calvillo, chmn, ceo; Brett Shevack, president, chief creative officer; Eva Schmatz, exec vp-direct of mktg; Burt Blum, exec vp, creative dir; Charlie Parlato, sr vp, dir of media; Elliot Rittenband, president-Rittenband/C.S.&P.; Pam Jones, Brian Owens, exec dirs-Jones & Owens/C.S.&P. Employees: 85.

Phone: (212) 245-7300.

Rank 168

Campbell & Wagman, Los Angeles, founded in January, 1987, in 1987 gained: American Network; First Interstate Bancorp (Arizona, California, Denver, Nevada); First Interstate Ltd (Oregon, Texas); Marshalls; Sundale Beverages, fruit drink.

The agency did not lose any accounts.

Top execs: Craig Campbell, president; Michael Wagman, chmn, creative dir; Peggy Kono, exec vp, grp mgmt dir; Frank J. Wisinski, exec vp, cfo; Catherine Bension, sr vp, grp mgmt dir; Lynn Griffith, sr vp, media dir; Ralph Price, sr vp, exec art dir. Employees: 45.

Phone: (213) 444-3200.

Rank 348

Caravetta Allen Kimbrough, Miami, part of Diversified Agency Services at Omnicom Group, in 1987 gained: Bayside; Visa-Latin America; Ecuatoriana Airlines.

The agency lost: Hoffman Group of Florida.

Top execs: Raymond F. Allen, chmn; Nina Cohen, president; Richard Flury, Lane Atkins, John Kelleter, sr vps. Employees: 33.

Phone: (305) 594-1896.

Rank 396

Carter Callahan Advertising & PR, San Jose, Calif., in 1987 gained: Koll Co.; Good Health Medical Center; Dividend Development; San Jose Tax Amnesty; American Biotest; Nanometrics.

The agency lost: Grosvenor Development; El Paseo Shopping Center.

Top execs: Peter S. Carter, president; Edna M. Markham, ceo-cfo. Employees: 18.

Phone:(408) 998-5433

Rank 422

Cascino & Purcell, Atlanta, in 1987 gained: Alliance Wall; Folks Inc.; Hoechst-Roussel Agri-Vet Co.

The agency lost: Peachtree Windows & Doors.

Top execs: Alfred M. Cascino, president, ceo; Andrew J. Purcell, chmn, coo; John C. Freebairn, exec vp. Employees: 12.

Phone: (404) 237-9945.

Rank 307

Ted Chin & Co., New York, reported consolidated figures in Section I that included subsidiary, Chin Up & Co., Direct Response, Sales Promotion & Publishing.

In 1987, the agency gained: York Salt Snacks; Forest City Enterprises; Sonnet Spring Water Co.; Marshall-Browning Intl.

The agency lost: WNBC, 66AM Radio.

Top execs: Ted Chin, president, creative dir; Chuck McMellon, exec vp, head-acct mgmt; Sel Lande, Karen Tonningsen, sr vps. Employees: 22.

Phone: (212) 421-8989.

Rank 274

Clark Direct Marketing, New York, in 1987 gained: Staples Inc.; CBS Video Library; Family Shopping Network.

The agency lost: *USA Today*; Family Shopping Network.

Top execs: Junius R. Clark III, president; Meg Fidler, vp creative dir; Jerry Viola, vp acct super, media dir; Jack Anderson, vp broadcast dir. Employees: 28.

Phone: (212) 661-9230.

Rank 164

CMS Direct, Rochester, N.Y., formerly Computer Marketing Services, is a subsidiary of Saatchi & Saatchi PLC. Figures in Section I represent the first time the agency has been reported as an independent agency. In previous years, its figures were consolidated with Rumrill-Hoyt, another Saatchi unit.

In 1987 the agency gained: Capital Cities/ABC; Arthur Young. The agency lost: None.

Top execs: Richard A. Peters, president & ceo; Robert A. Green exec vp; Michael H. Popernik, sr vp, cfo; Richard V. Jasinski, sr vp-info, technology div; Bonnie Lee Leavy, sr vp, dir-client svcs; Andrea Nider, sr vp-opers; James F. McGee, exec vp, mng dir-Atlanta. Employees: 84 in 3 offices.

Phone: (716) 272-2500.

Rank 407

Coakley Heagerty Cos., Santa Clara, Calif., in 1987 gained: Visulux; Santa Clara County Social Services; Atrium.

The agency lost: Kaufman & Broad.

Top execs: John D. Heagerty, president; David A. Heagerty, ceo. Employees: 15.

Phone: (408) 249-6242.

Rank 421

Coates Advertising & PR, Portland, Ore., in 1987, the agency gained: Diamond Fruit Growers; Good Samaritan Hospital, Corvallis; Shindaiwa. The agency did not report accounts lost.

Top execs: Jean P. Coates, president; Michael R. Coates, vp.

Employees: 16.

Phone: (503) 241-1124.

Rank 125

Cochrane Chase Livingston, Newport Beach, Calif., in 1987 gained: Peripheral Systems; Stanford University Medical Center; Carrier Air Conditioning, Southern Calif.; Lamps Plus; Long Beach Press Telegram; Sofina Cosmetics; Mark Industries; Garrett Automotive, pr; Little Company of Mary Hospital; Psychiatric Institute of America; Toshiba Telecommunications; American Senior Inns; Spinco Div. of Beckman Industries.

The agency lost: Coldwell Banker, Southern Calif Divs.; Lucky Supermarkets; American Edwards Labs; Seafood Broiler; Melvin Simon Associates, pr; Epson; SWECO; Process Instruments Controls.

Top execs: Cochrane Chase, chmn; Lynn Livingston, president; Frank Addis, exec vp-med bio science group; John Butcher, sr vp-consumer group; Ray Roschmann, sr vp-business svcs group; Don Cunningham, sr vp, mgr-L.A. office; Clark Wilson, vp, dir-business devel; Gary Cunningham, Carolyn Johnson, creative dirs; Bob Woodworth, sr vp, dir-media svcs; John Rutledge sr vp, cfo; Jim Arn, sr vp-admin. Employees: 91 in 3 offices.

Phone: (714) 261-1770.

Rank 256

Cole Henderson Drake, Atlanta, in 1987 gained: *Gwinnett Daily News*; Hercules Inc., film div, advanced technical div.

The agency lost: Nautilus Athletic Footwear; Life Insurance Co. of Georgia; Metro Companies.

Top execs: Richard Henderson, chmn; John H. Drake, president, cfo; James P. Cole, exec vp; John L. Mather, sr vp. Employees: 45.

Phone: (404) 237-0057.

Rank 105

Colle & McVoy Advertising Agency, Minneapolis, in 1987 gained: Travel Manitoba; Bellco Credit Union, Denver; Armadillo Restaurants, Denver; Fieldstone Cabinetry; 3M—Thinsulate Thermal Insulation, Thinsulate Waterproof Breathable Fabric; DeKalb-Pfizer Genetics; Mohrlang Mfg, Brush Co.; Eaton Corp., 6 div auto group; Arby's Minnesota Franchise; Webb Publishing, *Dairy, National Hog Farmer, Hay & Forage Grower*; Minnesota Zoo; Telex Communications; Twin City Jazz Festival; Anchor Hocking Plastics; Campbell Automation; HealthMark Centers Inc.; Hometime Inc.; Improve 494; Horton Mfg; Celebrate Minnesota, St. Paul.

The agency lost: Northwest Airlines Travel & Trade; Coral Gables Federal; Pizza Hut, Minnesota, Dakotas; Birchwood Casey; Comprecare; *Rocky Mountain News*; Ariens; First Minnesota, advertising & direct marketing; Irrigation Age; KOA Radio.

Top execs: Clarence Thompson, chmn-ceo; Don Gillies, president-cfo; Al Hietala, exec vp-agricultural; Bill Lau, exec vp-mktg svcs; Rod Booth, sr vp-exec art dir; Jim Heinz, sr vp-western div mgr; Wayne Engleman, sr vp-sec, treas; Jon Anderson, sr vp-creative dir. Employees: 141 in 5 offices.

Phone: (612) 851-2500.

Rank 500

Concepts & Strategies, Westport, Conn., in 1987 gained: Parke-Davis, div of Warner-Lambert Co.; Medical Marketing Group. The agency lost no accounts.

Top execs: Gladys A. Lindner, owner; Ed Lindner, creative dir. Employees: 3.

Phone: (203) 227-4903.

Rank 198

Conill Advertising, New York, in 1987 gained: Procter & Gamble, Tide; Zayre Corp., Boston; Texaco Corp., Havoline Oil, Texaco Gas; Standard Brand Home Improvement Centers; Vlasic Foods; Kobrand Corp., Beefeater Gin; Polaroid Corp.; Palmetto Medical Centers.

The agency lost: Metropolitan Insurance Co.; Nestle Foods Corp.

Top execs: Carlos R. Rossi, president & ceo; Michelle Aragon, exec vp, creative dir; Charles Magee, exec vp, dir-acct svcs. Employees: 59 in 2 offices.

Phone: (212) 481-3131.

Rank 104

William Cook Advertising, Jacksonville, Fla., reported consolidated figures in Section I that included subsidiary, William Cook Public Relations.

In 1987, the agency gained: Ardmore Farms, fruit juices, pkg desserts; Beaches Hospital; BellSouth Intl, Atlanta; Colquitt Regional Medical Center; Continental Cablevision of Jacksonville; Crowley Maritime Corp.; Default Proof Credit Card Systems; Florida Academy Physicians; Jacksonville Convention Complex; Koger Properties; Local Government Consultants; St. Augustine-St. Johns County Tourist Advisory Board; St. Johns River City Band; United Resources International, Dermastine.

The agency lost: L.A. Frey & Sons; French Novelty Shops/Strawberry Fields Shops; Stockton, Whatley, Davin & Co.

Top execs: Bernard C. Schramm Jr., president; J. Carson Eddings, exec vp; sr vps—Stan Norton, dir creative svc, Michael D. Morgon, Lura Benton, Jim Radcliffe, David Curling, genl mgr, Charlotte, Shay McNeal, genl mgr-Atlanta. Employees: 173 in 4 offices.

Phone: (904) 353-3911.

Rank 427

Cooper Burch & Howe, Las Vegas, Nev., in 1987 gained: Cellular One; Pacific Properties; Park Hotel/Casino.

The agency lost: Las Vegas Honda;

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Top execs: Joe Merica, president-partner; Brad Burch, creative dir-partner; Diane Dickerson, exec vp; Linda Cooper, dir of pr. Employees: 19.

Phone: (702) 386-2677.

Rank 133

Frank J. Corbett Inc., Chicago, reported consolidated figures in Section I that included subsidiaries: Pragmation, Educational Marketing;
·CMR Health Care Research.

In 1987, the agency gained: Mallinckrodt, Inc.; Bristol Laboratories; MacNeal Hospital.

The agency lost: Searle Pharmaceuticals.

Top execs: Frank J. Corbett, chmn; John J. Fisher, president; John P. Burns, exec vp; Judy H. West, vp, treas, secy. Employees: 68.

Phone: (312) 664-5310.

Rank 233

Cosmopulos, Crowley & Daly, Boston, reported consolidated figures in Section I that included subsidiary, Cosmopulos, Crowley & Daly Public Relations.

In 1987, the agency gained: Business Interiors; Boston Restaurant Assn.; Fuddruckers; Lustre Diamonds; Paragon Travel; Quality Inn; Susse Chalet; West Newton Savings Bank; Marina/Consult.

The agency lost: J. Bildner & Sons; Unique Furnishings.

Top execs: Stavros Cosmopulos, chmn, creative dir; Harold E. Daly Jr., president; Robert J. Crowley, exec vp; Gerard F. Golden, sr vp. Employees: 42.

Phone: (617) 266-5500.

Rank 479

Covey & Koons, Canton, Ohio, in 1987 gained: Harrison Paint Corp.; Mid-America Tissue Center; Mt. Union College; VMI Americas; Schoner Chevrolet.

The agency lost: Fluorocarbon; Samuel Moore Group; Downtown Ford; Xenia USA.

Top exec: W. Roderic Covey, president. Employees: 11.

Phone: (216) 456-7381.

Rank 491

Cowden Associates Advertising, Grand Junction, Colo., reported figures in Section I that did not include subsidiary, Transplays.

In 1987, the agency gained: Young & Hockensmith; Kaibab Industries; Property Management Systems.

The agency lost: Camp Stoves.

Top execs: Elizabeth R. Cowden, proprietor, bus mgr; James H. Cowden, ceo. Employees: 5.

Phone: (303) 245-4676.

Rank 224

Cranford Johnson Robinson Associates, Little Rock, reported consolidated figures in Section I that included subsidiary, GraphicType. Figures did not include subsidiary, Area Marketing/Research Associates.

In 1987, the agency gained: Mountain Valley Water; Cellular South; Shreveport/Texarkana Cooperative of McDonald's Restaurants; Southern Rice Marketing; Arkansas State Fair; Arkansas Investment Advisory Service; Shreveport Eye Foundation; American Red Cross, Pulaski County Chapter; Senior Services Network; Barrett Hamilton.

The agency lost no accounts.

Top execs: Wayne Cranford, chmn & ceo; Ron Robinson, president; Jim Johnson, sr vp-creative svcs. Employees: 77 in 2 offices.

Phone: (501) 376-6251.

Rank 489

Creel Associates, Oak Brook, Ill., in 1987 gained: Eastman Kodak Co.; National Assn. of Boards of Pharmacy; 3M, public relations-Austin; Bell Atlantic Corp.; Cincinnati Bell Info Systems; Entropic Speech Inc.; Telefind; Peninsula Engr. Group.

The agency did not report accounts lost.

Top exec: David R. Creel, president. Employees: 9.

Phone: (312) 990-0402.

Rank 370

CRE Inc., Indianapolis, in 1987 gained: American Lawn Mower Co.; Cablec Industrial Cable Co.; Diamond Chain Co.; Maple Leaf Farms; Resource Information Management Systems.

The agency lost: None.

Top execs: Michael L. Brooks, chmn-ceo; Les Boyle, president-coo; Jerry A. Woolsey, sr vp-client svcs; Karen L. Millar, sr vp-acct devel/acct svc. Employees: 30.

Phone: (317) 631-0260.

Rank 376

CS&A Advertising, Normal, Ill., in 1987 gained: Plano Molding Co.; Decatur Memorial Hospital; Multi-Ad Services.

The agency lost: Nestle-Beich.

Top execs: Wilson H. Burge, president; Judy M. Kessinger, vp-sls; Windell W. Kessinger, treas; Art Calamari, vp-creative svcs; Harold Balagna, finance mgr. Employees: 32.

Phone: (309) 452-0707.

Rank 468

CTS Associates, Detroit, in 1987 gained: Apple Computers; Ohio Valley Region, computers; *Detroit Legal News*; Inland-Aronsson Printing.

The agency lost: Pearl City Restaurants.

Top execs: C. Thomas Scholl, president; Muriel G. Scholl, exec vp-treas. Employees: 9.

Phone: (313) 965-0575.

Rank 442

Darien & Dahl, Campbell, Calif., formerly Darien, Russell, Hill & Dahl in San Jose, in 1987 did not report accounts gained or lost.

Top execs: Frank Darien, president; Gary Dahl, vp, creative dir. Employees: 11.

Phone: (408) 371-6122.

Rank 315

Davidoff & Partners, Westport, Conn., in 1987 gained: Dollar Dry Dock Savings Bank; Kemwel Group; Sounds Alive; National Radon Testing Center.

The agency lost: Central Bank; Lindblad Travel; Beazley Co.; Cheshire Management Co.

Top execs: Denise T. Davidoff, president; Phil Laborie, sr vp, creative dir; Ric Hendee, sr vp, dir-acct svcs; Joni Marks, vp, acct super; Larry Guadagno, vp, prod mgr. Employees: 36.

Phone: (203) 255-3425.

Rank 258

Paul DeJesse Inc. Advertising, Freehold, N.J., in 1987 gained: DuPont Critical Care. The agency did not report accounts lost.

Top execs: Phyllis S. De Jesse, R.N., vp-creative dir; Robert N. Jones, RPh, vp-dir of mktg. Employees: 25.

Phone: (201) 780-6909.

Rank 324

Detrow & Underwood, Ashland, Ohio, reported consolidated figures in Section I that included subsidiary, Promotion One.

In 1987 the agency gained Hartman Electric, aerospace; F.E. Myers Co., pumps; Oxyrase, enzyme products.

The agency lost: Stahl, truck bodies; Dynacraft, golf clubs; Anchor Swan, hoses.

Top execs: J.M. Detrow, ceo; G.D. Underwood, president; M.W. Detrow, exec vp. Employees: 18.

Phone: (419) 289-0265.

Rank 135

David Deutsch Associates, New York, reported consolidated figures in Section I that included subsidiary, DDA Direct. In 1987, the agency gained: Fur Vault; Lear Publishing; Olsten Services; Conde Nast; Singer Sewing Co.

The agency lost: None.

Top execs: David Deutsch, chmn; James Aucone, president; Rocco Campanelli, vice chmn; Donald Deutsch, exec vp, creative dir; Donald Kurn, sr vp, acct mgmt; Kevin Buckley, sr vp, media dir; Jeremy Barkann, sr vp, acct mgmt; Steven Levy, mng dir-DDA Direct. Employees: 73.

Phone: (212) 867-0044.

Rank 208

Doe-Anderson Advertising Agency, Louisville, in 1987 gained: Ashland Oil; Daisy Mfg; Kentucky Beef Cattle Assn; Group Financial Partners.

The agency lost: Byrd Industries; Preventacare.

Top execs: Robert S. Allison, president & ceo; James S. Lindsey, Philip D. Payne, exec vps; James E. Broome, Barbara Outschke, James H. Giles, Martin Jewett, David G. Wilkins, vps. Employees: 68.

Phone: (502) 589-1700.

Rank 310

Dorland & Sweeney, Philadelphia, in 1987 the agency did not report accounts gained or lost.

Top execs: Harry A. Sweeney Jr., president, creative dir; Richard Jones, exec vp, design dir; Maryrita F. Sweeney, Barbara G. Zehender, sr vps. Employees: 25.

Phone: (215) 625-0111.

Rank 143

Dorritie & Lyons, New York, reported consolidated figures in Section I that included subsidiary: Dorritie & Lyons Projects.

In 1987, the agency gained: Searle Pharmaceuticals, Cytotec; Genentech, Inc., Activase. The agency did not report accounts lost.

Top execs: John F. Dorritie, president; Michael J. Lyons, sr exec vp, creative dir; Albert G. Nickel, exec vp, dir of oper; James A. Strong, sr vp-dir of client svcs; Thomas J. Velardi, sr vp-dir of art svcs; William J. Brown, sr vp-dir of copy svcs; Martin J. McNamara, sr vp-mgmt grp svcs; Carol J. Shepko, PhD, vp-grp copy svcs; Lee A. Colpi, vp-acct super. Em-

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Top 10 U.S. agencies in special event billings

Rank	Agency	Special event billings 1987	Special event billings 1986	U.S. billings 1987	U.S. billings 1986
1	BBDO Worldwide	6.7	7.0	1,179.4	1,126.7
2	Creswell, Munsell, Fultz & Zirbel	6.0	4.7	75.8	71.9
3	Tri-State Advertising Co.	1.5	0.8	5.3	5.4
4	Dudnyk Enterprises	1.2	0.9	20.9	16.0
5	Omni Marketing	1.1	N/A	57.0	46.0
6	Rolf Werner Rosenthal	1.1	1.1	61.0	58.5
7	Keyes Martin Gaby Linett	1.1	1.0	58.0	53.0
8	Stogel Cos.	1.1	N/A	16.9	16.2
9	Medicus Intercon International	1.0	N/A	102.7	82.4
10	Kocs, Wesson & Associates	0.6	0.5	4.1	2.9

NOTES: Dollars are in millions. Billings of subsidiaries listed on Page 4 are not included in parent company totals in this table. Data is compiled from 442 agencies reporting billings by media.

ployees: 50.

Phone: (212) 687-9394.

Rank 467

Dallas C. Dort & Co., Flint, Mich., in 1987 gained: Balloon Corp. of America; Comcast Cablevision; Dupuis & Ryden, P.C.; Fabricating Engineers; GMI Engineering & Mgmt Institute; Restaurants by Bosley; Summerfield Chevrolet; Universal Systems.

The agency lost: Action Auto; Health-Plus of Michigan.

Top execs: Dallas C. Dort, president, creative dir. Employees: 8.

Phone: (313) 238-4677.

Rank 136

Doyle Graf Mabley, N.Y., in 1987 gained: Natori, fashion.

The agency lost: Mead Data Central.

Top execs: William S. Doyle, president & ceo; Hubert Graf, Thomas Mabley, III, exec vps-creative; Charles Fredericks Jr., exec vp & coo. Employees: 68.

Phone: (212) 886-0200.

Rank 454

D.P.L. Advertising, Battle Creek, Mich., in 1987 gained: Pro Line Co.; Dometic Corp. The agency did not report accounts lost.

Top execs: Perry Phillips, president; Mark Barry, genl mgr; Lois Monn, production mgr; Harry Kneeland, creative dir. Employees: 14.

Phone: (616) 979-9191.

Rank 199

Drackett & Lavidge, Phoenix, in 1987 gained: Courtesy Chevrolet; Phoenix General Hospital Alcohol & Drug Recovery System; Valley Natl Bank.

The agency lost: Abco Markets; Sutter Trust.

Top execs: William R. Lavidge, president; H.R. "Dan" Drackett, sr vp, creative dir. Employees: 18.

Phone: (602) 266-0022.

Rank 269

Drossman Lehmann Marino, New York, in 1987 gained: Goody Products; Sussex Clothes; Casco/Scentronic; Nutra Max.

The agency lost: J&D Brauner.

Top execs: Neil Drossman, chmn; Charles Lehmann, president; Domenick Marino, exec vp. Employees: 25.

Phone: (212) 627-9340.

Rank 237

Dudnyk Enterprises, Horsham, Pa., reported figures in Section I that did not include subsidiary, Admark Inc.

In 1987, the agency gained: AT&T; American Olean. The agency did not report accounts lost.

Top execs: Ed Dudnyk, president; Kathy Skaff-Phillips, vp-sales; Don Reath, vp-acct svc. Employees: 45.

Phone: (215) 443-9406.

Rank 285

Dudreck DePaul Ficco & Morgan, Pittsburgh, in 1987 gained: Horne's; KDKA-TV; Subaru Dealers; Boyd School; Millcraft Industries; Trimont; Villages of Seven Springs; U.S. Railcar.

The agency lost: Hubbell Lighting Division; Pittsburgh Hilton Hotel & Towers; Western PA Dental Implant Assn.; Webtron Corp.

Top execs: Albert W. Dudreck, chmn; John DePaul, president; James V. Ficco Jr., exec vp; Gary Doughty, Lee Karon, Edward M. Zebert, sr vps; Robert Riback, vp-business devel; Wayne Boswell, vp, creative dir. Employees: 40 in 2 offices.

Phone: (412) 261-2580.

Rank 294

Duffy & Shanley, Providence, R.I., in 1987 gained: Days Inns Management Co.; Omni Parker House; Citizens Bank; Country Bank; New Jersey Nets; Ocean State Power.

The agency lost: Old Stone Bank; R.I. Mall; Shore Sails; Datagram.

Top exec: David A. Duffy, president. Employees: 50.

Phone: (401) 274-0001.

Rank 146

Dugan/Farley Communications Associates, Upper Saddle River, N.J., reported consolidated figures in Section I that included subsidiary, Parallax.

In 1987, the agency gained: Boehringer Ingelheim Pharmaceutical Co., Mexitil. The agency did not report accounts lost.

Top execs: John P. Dugan, president; E. John Farley, exec vp; Eric Rathje, Martin H. Ross, Clayton L. Warrington Jr., sr vps; Dougals Conetta, vp, acct super; Lawrence Fiori, vp, dir-Parallax div; John Kelleher, vp, production mgr; Gerard Knipscher, vp, dir-art svcs; Peter Mineo, vp, acct super; Daria Powell, vp, dir-scientific communications; Virginia L. Raimann, vp, office mgr. Employees: 60.

Phone: (201) 934-0720.

Rank 319

Ehrig & Associates, Seattle, in 1987 gained: Stock Market Foods; Harbor Development; General Hospital of Everett; Fisher Broadcasting.

The agency lost: Admiral Cruise Lines; Pierce County Transit.

Top execs: Jack Ehrig, president & chmn; Vicki Brems, exec vp, creative dir; Ric Rosa, Mike Ready, vps. Employees: 35.

Phone: (206) 441-6666.

Rank 163

Eisner & Associates, Baltimore, reported consolidated figures in Section I that included subsidiaries:

- Eisner Held & Petrou
- Eisner Entertainment
- Sojourn Productions
- Eisner Political

In 1987, the agency gained: Lorimar; Warner Bros.; Island; New Line; DEG; Cinecom; Select Office Systems-Mid-Atlantic Minolta Dist.; Maryland Casualty Co.; Insurance Co.; Omni Hotel; R&H Motors; W.C. Pinkard.

The agency lost: Popeyes Famous Fried Chicken; Delmarva Power & Light.

Top execs: Henry W. Eisner, chmn; Steven C. Eisner, president; Sharyn Williamson, Tom Bodiker, sr vps, acct mgmt supers; Byron Tucker, sr vp, creative dir; Sid Cohen, sr vp, dir-human resources; John Ciotti, sr vp, cfo; Bill Dillon, sr vp, dir-media svcs. Employees: 70 in 3 offices.

Phone: (301) 685-3390.

Rank 432

Eison Goot Group, Greenville, S.C., in 1987 gained: Greenville Chamber of Commerce, BSA Sales; American Health Systems.

The agency did not report accounts lost.

Top execs: Mike Goot, president; Jean Eison Hall, vp. Employees: 18.

Phone: (803) 240-7400.

Rank 177

Elgin Syferd, Seattle, reported consolidated figures in Section I that did not included subsidiary, Hornall Anderson Design Works.

In 1987, the agency gained: Becks Beer; Broadmoor Bread; Genetic Systems; Gershman, Brickner & Bratton; Hillhaven; New Century/Vista Film Co.; Northwest Seltzer; Recycle America; Skinner Development Co.; U.S. Bank of Washington; Universal Pictures.

The agency lost: Cameras West; Holland America/Westours; Reynolds Aluminum Recycling.

Top execs: Ron Elgin, president; David Syferd, chmn, secty; Pete Delaundy, exec vp. Employees: 88 in 2 offices.

Phone: (206) 442-9900.

Rank 112

Elkman Advertising, Bala Cynwyd, Pa., in 1987 gained: Commonwealth of Pennsylvania, Tourism & Travel/Economic Development; Dry Goods; Ford Dealers Assn. (regional); Melnor Industries; Gelco Space; Midlantic National Bank.

The agency lost: Chestnut Hill Hospital; Fairmount Institute; Hilton of Philadelphia; Hollin Corp.; ADAP Auto Parts.

Top execs: Stanley Elkman, ceo; Donald M. Tuckerman, president; Donald Rosenblit, sr exec vp; David Phillips, exec vp; Martin Sherman, Timothy Colestock, Steven Levine, sr vps. Employees: 140.

Phone: (215) 668-1100.

Rank 420

Emerson Marketing Agency, New York, did not report accounts gained or lost in 1987.

Top execs: Andi Emerson, president; Loren Granville, vp. Employees: 5.

Phone: (212) 213-0320.

Rank 304

John Emmerling Inc., New York, in 1987 gained: Family Media Publications, *Discover Magazine*; Holsten Import Corp.

The agency did not lose any accounts.

Top execs: John Emmerling, president; Arthur P. Gilmore, exec vp; Russell G. Finley, sr vp; George Rubin, vp. Employees: 17.

Phone: (212) 751-7460.

Rank 169

Ephron, Raboy & Tsao Advertising, formerly known as Ephron, Raboy, Tsao & Kurnit Advertising, N.Y., in 1987 gained: Russell Athletic; Boyd's Philadelphia; Huffman Koos.

The agency lost: Olsten Temporary Services; B&B Liqueur.

Top execs: Dick Raboy, chmn, co-creative dir; Erwin Ephron, president & coo; Alex Tsao exec vp, co-creative dir; Richard Sawyer, sr vp, dir-client svcs; Arnold Wechter, sr vp, dir-corp devel; Ann-Marie Light, sr vp, exec art dir; Edythe Stevenson, sr vp, copy super; Ruby Gottlieb sr vp, media dir. Employees: 48.

Phone: (212) 463-6900.

Rank 139

Epsilon, Burlington, Mass., reported consolidated figures in Section I that includedsubsidiary, Master Software Corp.

In 1987, the agency did not report accounts gained or lost.

Top execs: Thomas O. Jones, chmn & president; John E. Groman, sr vp-direct response; Robert J. Drummond, sr vp-mktg; Timothy F. Hult, sr vp-technical svcs. Employees: 500 in 4 offices.

Phone: (617) 273-0250.

Rank 159

Eric Ericson & Associates, Nashville, Tenn., reported consolidated figures in Section I that included subsidiary, Creative House.

In 1987, the agency gained: Acme Boot Co; Tennessee Christian Medical Center; St. Elizabeth Medical Center. The agency also gained Washmaster Auto Centers in Zurich.

The agency lost: Equicor; Fountain Square; State of Tennessee, tourism.

Top execs: Janice W. Wendell, chmn & ceo; Gary R. Haynes, president & coo. Employees: 92.

Phone: (615) 242-1050.

Rank 443

Estey-Hoover, Newport Beach, Calif., in 1987 gained: Alopex Industries; Label-Aire Corp.; Western Development Co.; Quintar Inc.; IBC Technologies.

The agency lost: Topmaster Inc.

Top exec: Daniel W. Hoover. Employees: 17.

Phone: (714) 756-8501.

Rank 486

Faber Shervey Advertising, Minneapolis, in 1987 the agency did not lose or gain any accounts.

Top exec: Paul D. Shervey, president. Employees: 5.

Phone: (612) 881-5111.

Rank 216

Fearon/GBA Advertising, New York, in 1987 gained: *Child Magazine*; *Decorating Remodeling Magazine*; Janovic/Plaza; WQXR Radio; New York Philharmonic.

The agency lost: None.

Top execs:Robert Fearon, president-partner; Aubrey Balkind, Phil Gips, partners. Employees: 56 in 2 offices.

Phone: (212) 421-5888.

Rank 322

Fern/Hanaway, Providence, R.I., did not report accounts gained or lost in 1987.

Top execs: Sanford M. Fern, president; James F. Hanaway, exec vp. Employees: 38.

Phone: (410) 421-7202.

Rank 326

Fessel, Siegfriedt & Moeller Advertising, Louisville, reported consolidated figures in Section I that included subsidiaries:

- Fessel, Siegfriedt & Moeller PR
- Help-Ad

In 1987, the agency gained: Thornton Oil.

The agency lost: None.

Top execs: E.F. Siegfriedt, chmn of the bd; R.F. Moeller Sr., president-adv; W.D. Falvey, president-pr; R.F. Moeller, Jr., exec vp. Employees: 33.

Phone: (602) 585-5154.

Rank 418

Martin Fiderer Associates, Englewood Cliffs, N.J., in 1987 gained: Commerce Drug Co.; ALK America. It lost no accounts.

Top execs: Martin Fiderer. Employees: 10.

Phone: (201) 871-0422.

Rank 260

Firestone & Associates, New York, did not gain or lose any accounts in 1987.

Top exec: Murray Firestone, president. Employees: 25.

Phone: (212) 247-4900.

Rank 351

Fitzgerald & Co., Atlanta, in 1987 gained: Marriott Resort Portfolio, consumer advertising; Arby's Inc., franchise division; Encore Systems, Inc.; Jiffy Lube-Atlanta; Marriott's Bay Point Resort; Marriott's Mountain Shadows Resort; Atlanta Marriott Peachtree Corners.

The agency did not lose any accounts.

Top execs: David Fitzgerald, president; James F. Paddock, sr vp-creative dir; Benjamin S. Tully, sr vp-dir media and mktg; Randolph W. Salisbury, sr vp-mgmt super. Employees: 19.

Phone: (404) 239-0468.

Rank 469

FitzSimons Advertising and PR, Cleveland, in 1987 gained: Nationwide Insurance Co.; Action Auto Rental; Berkman, Gordon, Murray & Palda.

The agency did not report accounts lost.

Top execs: Daniel A. FitzSimons, president; David J. Hoek, vp-pr; John J. Jefferson, vp-client svcs; Richard C. Wright, vp-mktg; M. Ellen Leighty, vp-admin. Employees: 13.

Phone: (216) 241-5656.

Rank 296

Fletcher/Mayo/Associates, St. Joseph, Mo., in 1987 gained: St. Joseph Light & Power Co.; Missouri Job Division.

The agency lost: Dekalb-Pfizer Genetics; Lindsay Mfg. Co.; Missouri Beef Industries; Moccomat; US Steel; Union Carbide Corp.

Top execs: G. Ed Clement, ceo; Charles Teague, president-coo; Rich Collins, Doug Mertz, vp-acct supers; Robert Housh, vp-controller. Employees: 53.

Phone: (816) 233-8261.

Rank 309

Floathe & Associates, Bellevue, Wash., in 1987 gained: Micron Technology; Renaissance GRX; Northern Air Freight; Microcosm; Microsoft.

The agency lost: Applied Voice Tech-

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nology; Cosmos; IO Line; Sun Grade.

Top execs: Maury Floathe, president; Greg Johnson, exec vp; Charles R. Pettis, III, sr vp; Dick Simmons, vp, creative dir; Katherine James, vp, acct svcs. Employees: 36 in 2 offices.

Phone: (206) 462-8400.

Rank 179

Fogarty & Klein, Houston, in 1987 gained: Entex Inc.; Veragon Inc.; Riviana Foods, Success Rice Brands; KKBQ Radio; Lou Ana Foods; Commonwealth Financial Services; Intermedics Inc.; The Woodlands; Fiorucci Inc., Houston.

The agency lost: KKHT Radio; Medical Networks.

Top execs: William H. Fogarty, Richard E. Klein, principals. Employees: 38.

Phone: (713) 528-3354.

Rank 249

Food Group, New York, in 1987 gained: Chiquita; International Multifoods; Lykes Pasco; Treasure Isle; Wei Chaun; Henry Colt Enterprises.

The agency lost: Welbilt Corp.; Honeyhill Farms; Calista Seafood.

Top execs: Donald Axleroad, president; David Gottwals, exec vp. Employees: 26.

Phone: (212) 725-5766.

Rank 124

Albert Frank-Guenther Law, New York, a subsidiary of Foote, Cone & Belding Communications, in 1987 gained: First Boston Corp.; Holsten Import Corp.; Blair Entertainment; Frank B. Hall; Financial Services Corp.; Oriental Federal Savings Bank; Biosearch Medical; Americus Trust; Banca Serfin; Banco Intl; BRT Realty Trust; Petroleum Heat & Power; Photon Technology; PLM Cos.; Snyder Oil Partners.

The agency lost: None.

Top execs: Stephen J. Witt, chmn; John F. Cowell III, president, creative dir; Robert D. Washburn, secty, treas; Walter T. Liebman, exec vp, pr dir; A. Paul Marrocco, sr vp, dir-acct svcs; Jerome M. Morea, sr vp-fin adv. Employees: 79 in 2 offices.

Phone: (212) 248-5200.

Rank 170

Frankenberry, Laughlin & Constable, Milwaukee, in 1987 gained: Mercury Marine; Miller Brewing Co.

The agency did not report accounts lost.

Top execs: Dennis Frankenberry, Steve Laughlin, John Constable, partners. Employees: 64.

Phone: (414) 272-2400.

Rank 313

Franznick & Cusatis Advertising, New York, in 1987 gained: ABD Sales; DeBoles Nutritional Foods; Framarex Inc.; I.Q. Co.; Kodak Bio Products; A&A Richter Bros.; *Heartbeat Magazine*; Bio Familia AG; Pfanni-Werke; Patterson's Shortbread Cookies Great Events; Micro-Bio Resources.

The agency lost: House of Rizla; Modern Drum Shop; Moers Chemical.

Top execs: Philip E. Franznick, president-creative dir; Kevin Franznick, vp; Ellen Deutsch, vp. Employees: 28.

Phone: (212) 696-4260.

Rank 497

Fraser Advertising, Atlanta, in 1987 gained: Mercedes Distribution; Krow,Inc.; Carrier Corporation, building services.

The agency did not report accounts lost.

Top exec: Neil Fraser, president. Employees: 4.

Phone: (404) 892-7060.

Rank 382

Furman, Roth Advertising, New York, in 1987 gained: Fairmont Funding; Charisma Fashion Stores; Carlton Hotel. It lost no accounts.

Top execs: Nat Roth, chmn; Ernie Roth, president & ceo. Employees: 22 in 2 offices.

Phone: (212) 757-7393.

Rank 389

Gable Group Advertising, San Diego, reported consolidated figures in Section I that included subsidiaries:

·Gable Agency, pr
·Western States Research

The agency did not report accounts gained or lost.

Top execs: Tom Gavle, president; Sandra Faleris-Newby, vp, genl mgr. Employees: 32.

Phone: (619) 234-1400.

Rank 444

Gallagher Group, New York, in 1987 did not gain or lose any accounts.

Top exec: James G. Gallagher. Employees: 4.

Phone: (212) 836-0616.

Rank 365

Garcia-Serra & Blanco Advertising, Coral Gables, Fla., did not lose or gain any accounts in 1987.

Top execs: Al Garcia-Serra, ceo; Julio Blanco, exec vp; Justo Luis Pozo, president. Employees: 31.

Phone: (305) 444-4221.

Rank 276

Gerber Advertising Agency, Portland, Ore., reported consolidated figures in Section I that did not include subsidiary, Nu-Safe Reporting.

In 1987, the agency gained: Agri-Business Council of Oregon; Blue Mountain Pet Food; Eastport Plaza; International Yogurt/Yo Cream; Metheus; Oregon Chief Products; Oregon Sheep Commission; Pinnacle Orchards; Hickory Farms/Northwest.

The agency lost: Portland General Electric; Thriftway; Key Bank of Oregon.

Top execs: Tom Hougan, president; Phil Stevens, exec vp; Elaine Miller, Sally Auguston, vps; Norm Friant, vp, creative dir; Mary Dugan, vp, assoc creative dir; Don Dickinson, Denny Rossmann, vps; Betty Chimenti, vp, media dir; Chuck King, vp, production mgr. The agency did not report number of employees.

Phone: (503) 221-0100.

Rank 234

Gilbert, Whitney & Johns, Whippany, N.J., in 1987 gained: Syntrex; Electrical Courier Systems; Faber Castell, pr. The agency lost: National Starch.

Top execs: John Daltner, president; John Mimnaugh, exec vp; Ken Van Reekum, secty, treas; Ted Trevorrow, exec vp-media, new business; Arthur Zimmerman, sr vp-bus, bus group; Matt Hayes, sr vp-consumer group; Ed Gori, vp-creative. Employees: 42.

Phone: (201) 386-1776.

Rank 458

Daniel Glassman Advertising, Fairfield, N.J., no longer consolidates divisions in its advertising figures. Those division billings in 1987 were: Danis Research, a consumer market research unit, $6.1 million; Hospital Research Associates, a medical market research unit, $15.7 million; the Institute for Medical Information, symposias, $1 million.

In 1987, the agency gained: Permark Corp., Enhancer; Viragen Inc., Alpha Leukointerferon.

The agency lost: None.

Top execs: Daniel Glassman, chmn & president; Gene Goldberg, exec vp; Iris Baker, vp-financial svcs. Employees: 11.

Phone: (201) 575-3507.

Rank 148

Goodwin, Dannenbaum, Littman & Wingfield, Houston, in 1987 gained: Regency Residences; Environmental Protective Ind.; Innovation Industries; VossWood Development.

The agency lost: Monterey House Mexican Restaurants.

Top execs: Earl Littman, chmn, ceo; Barry Silverman, president & coo; Anna Wingfield, exec vp; Rich Witmer, sr vp, treas; Bruce Eskowitz, Sarah Smith, vps; Jake Elliott, sr vp/pr; Mildred Edwards, vp, comptroller. Employees: 70.

Phone: (713) 622-7676.

Rank 180

Grace & Rothschild, New York, in 1987 gained: J&B Scotch; Knockando Single Malt Whisky; Southfield Corp.

The agency lost: None.

Top execs: Roy Grace, chmn; Diane Rothschild, president; Gordon C. Sleeper, exec vp; Gene Willhoft, dir-media svcs. Employees: 25.

Phone: (212) 319-1616.

Rank 152

Grant/Jacoby, Chicago, in 1987 gained: Gold Bond Ice Cream, Popsicle; Northwestern Hospital; Rydelle Laboratories, div of S.C. Johnson, Fiberall; Culligan National.

The agency lost: WRXR-TV; Monsanto; Quaker; Caterpillar.

Top execs: Robert L. Flink, chmn; Bruce I. Carlson, president; R. Milton Lynnes, exec vp-creative; Pamela Deckert Prosch, sr vp, dir-strategic devel; John Willie, Brian Buda, sr vps, mgmt group supers; Robert W. Lavender, sr vp-oper; Malcolm Gordon, sr vp, dir-media. Employees: 110.

Phone: (312) 664-2055.

Rank 367

Gray Baumgarten Layport, Pittsburgh, in 1987 gained: WTAE-TV. It lost Swanson Analysis Systems.

Top execs: Mark H. Gray, president. Employees: 22.

Phone: (412) 279-3732.

Rank 356

Greenwald/Christian Advertising, Philadelphia, in 1987 gained: Hansen Financial Savings; Electric Co.; Rightime Econometrics; Palace Hotel, pr; National Abstract Agency.

The agency lost: A. Pomerantz & Co.

Top execs: Joseph T. Greenwald, president; Caye Christian, exec vp; Suzanne E. Salsbury, sr vp. Employees: 20.

Phone: (215) 568-9797.

Rank 338

Gregory Inc., Cleveland, reported consolidated figures in Section I that included subsidiary, Gregory Public Relations.

In 1987, the agency gained: Associated Estates; Chautauqua Point; *Ohio Business Magazine*; *Cleveland Magazine*; Sandusky Foundry; House of Plastics; Zagar Inc.

The agency lost: Hill Acme Co.; Mayfran International; Sherwood, div of Harsco Corp.

Top execs: Joseph A. Rini, president & ceo; Gordon B. McMaugh, president-Consumer Group; Edward A. Andrich, president-Yellow Pages. Employees: 34 in 3 offices.

Phone: (216) 621-9632.

Rank 127

Gross Townsend Frank Hoffman, an independent agency in the Grey Advertising Network, New York, reported consolidated figures in Section I that included subsidiaries:

·GTFH Public Relations
·Phase Five Communications

In 1987, the agency gained: Johnson &

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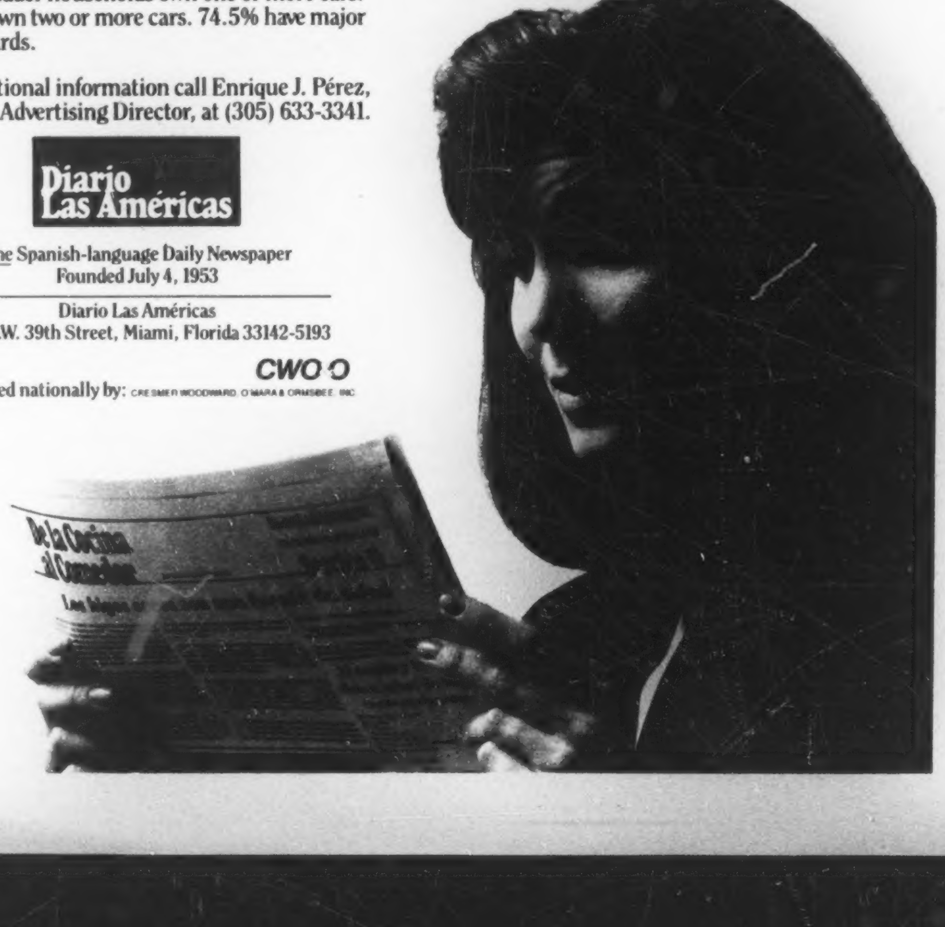
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Top 10 U.S. agencies in direct response billings

Rank	Agency	Direct response billings		U.S. billings	
		1987	1986	1987	1986
1	Ogilvy & Mather Direct Response	260.0	240.0	260.0	240.0
2	Wunderman Worldwide	259.9	224.5	260.0	224.5
3	Foote, Cone & Belding	213.1	71.1	1,369.7	1,389.2
4	Direct Marketing Group	148.3	134.5	149.8	138.7
5	Telephone Marketing Programs	144.5	118.0	144.5	118.0
6	MARCOA DR Group	107.7	90.7	119.2	110.1
7	Rapp & Collins USA	99.4	81.8	99.4	81.8
8	Grey Advertising	92.5	55.1	1,455.4	1,358.0
9	Kobs & Brady Advertising	85.3	81.0	85.3	81.0
10	Barry Blau & Partners	64.4	51.4	72.3	60.0

NOTES: Dollars are in millions. Billings of subsidiaries listed on Page 4 are not included in parent company totals in this table. Data is compiled from 442 agencies reporting billings by media. Direct response includes Yellow Pages, direct mail, catalogues, direct response TV, direct response radio, direct response newspaper, direct response magazine, telemarketing and free-standing inserts. See Page 45 for total billings in these categories. Some internal production fees may be included in billings figures in this table.

Johnson, patient care; Zimmer, Bristol Myers; GynoPharma Inc.; Procter & Gamble; Lakeside Laboratories; Weck, Squibb.

The agency lost: Adria Laboratories, U.S.

Top execs: Alan Gross, president; Jane Townsend, exec vp; David Frank, Ronnie Hoffman, exec vps, creative dirs; Risa Janoff, vp, dir-acct svcs; Orin Kimball, vp, creative dir; Ilyssa Levins, vp, dir-pr; Clare Macken, vp, dir-production; Lynn O'Connor Vos, president-Phase Five Communications. Employees: 90 in 2 offices, a 38% growth over 1986.

Phone: (212) 475-4040.

Rank 130

Group 243, Ann Arbor, Mich., reported figures in Section I that did not include subsidiaries:

·Image Masters Printing
·Portfolio Contract Furniture

In 1987, the agency gained: The Athlete's Foot; Johnson Controls; New Pig Corp.

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The agency lost: Eden Foods.

Top execs: Janet C. Muhleman, president; Bruce E. Smith, exec vp, genl mgr; Tony Hernandez, sr vp, dir-client svcs; Keith Gold, sr vp-creative; Carey Ferchland, sr vp-admin; Ronald S. Lipiec, sr vp, cfo. Employees: 147 in 2 offices.

Phone: (313) 995-0243.

Rank 279

Gumpertz/Bentley/Fried, Los Angeles, in 1987 gained: STOR; Texsun; Familian Corp.

The agency lost: Rolling Rock Beer; Southern California Rapid Transit District.

Top execs: Richard H. Fried, president; Robert L. Porter, sr vp, creative dir; Gerald W. Wright, Robert F. Vanderstok, sr vps. Employees: 33.

Phone: (213) 931-6301.

Rank 195

Haddon Advertising, Chicago, reported consolidated figures in Section I that included subsidiary Haddon, Lynch & Baughman Public Relations.

In 1987, the agency gained: Homart Development Co.; College Savings Bank; IVI Travel; Urban Investment & Development Co; Playboy Enterprises, licensing & merchandising.

The agency lost: Continental Can Co.; PCM Corp.; Beneficial Insurance Group.

Top execs: Harvey L. Haddon, president; Jacqueline Wagner, Yale Gordon, Adrianne Richmond-Sell, vps. Employees: 51.

Phone: (312) 943-6266.

Rank 490

Halcyon Associates, New York, in 1987 gained: Citibank; Bechtel; Liberty Plaza Condominiums; Value Line; CompuCard.

The agency lost: News Net; Grolier Online.

Top execs: Donald R. Fleck, president, creative dir; Arlene Boehm, vp, design. Employees: 3.

Phone: (212) 629-3535.

Rank 438

Haller Schwarz, Los Angeles, reported consolidated figures in Section I that included subsidiary, Plummer & Friends.

In 1987, the agency gained: Filon, div of Standard Oil; PDA Engineering; Ramada Renaissance Hotel; Long Beach Convention & Visitors Council; CPP/Pinkerton Security Services; Westgroup Hotels.

The agency lost: American Sunroof Co.; Biltmore Hotel; Filon; Point 4 Data Corp.

Top execs: Henry Schwarz, president, principal; Anthon Haller, sr vp, principal; Richard Chodkowski, creative dir, principal; Missy Lowery, vp-acct svcs; Allene Gray, media dir. Employees: 13.

Phone: (213) 977-1111.

Rank 291

Hallmark Advertising, Pittsburgh, in 1987 gained: Baskin Robbins Media, selected markets; First National Bank & Trust Co.; OMNI Stone. The agency did not report accounts lost.

Top execs: Marvin S. Jacobson, president; William S. Binstock, exec vp; Debbie Sigal, corp vp; Louis Lasday, sr vp. Employees: 47.

Phone: (412) 687-0400.

Rank 416

Hammerman & Morse, Chicago, in 1987 gained: Cyrus Realtors; Evanston Inventure; West Suburban Hospital; Mercy Center for Healthcare Service; Symplex Comm.; Des Plaines National Bank; Zahn Drug; Northwest Community Hospital.

The agency lost: First Illinois Corp.; Hi-Fi Hutch; Railfone.

Top execs: Edward L. Hammerman, president; Gayle Morse, chmn, vp. Employees: 11.

Phone: (312) 337-0404.

Rank 257

Hammond Farrell, New York, in 1987 gained: Raymond Corp.; Schott America; Semi-Alloys.

The agency lost: Gates Energy Products.

Top execs: Hugh J. Farrell, president, creative dir; James E. Carter, sr vp; Jeffrey W. Kaumeyer, vp. Employees: 26.

Phone: (212) 995-5680.

Rank 340

Harris, Baio & McCullough, Willow Grove, Pa., in 1987 gained: Exide Corp.; Finnaren & Haley; Iveco Trucks of North America; Nabisco USA; NL Chemicals; Subaru of America.

The agency lost: Gilbert/Commonwealth.

Top execs: George J. Harris, president; Richard A. Baio, exec vp, creative dir; Robert H. McCullough, exec vp; John H. Meader, sr vp. Employees: 19.

Phone: (215) 657-8760.

Rank 265

Harris-Edward Communications, Philadelphia, in 1987 gained: Oxford Home Equity Loan Co.; C&D Power Systems; FruPac International; Strick Corp.; Pennwalt Corp.; Travelers Mortgage; Travelers Insurance Co.; Travelers MoneyTrac Marketing Group.

The agency lost: Decision Data Computer Corp.; Crystal Pools; American Dream Lease.

Top execs: Elizabeth F. Harris, president, creative dir; Edward J. DiUlio, exec vp; John J. Lisovitch, vp acct svcs & sales. Employees: 29.

Phone: (215) 735-3003.

Rank 277

Harris & West Advertising, Minneapolis, in 1987 gained: Zoecon Inc., Dallas; Laroptik Inc.; MCT Corp.; HCM Inc. The agency lost: Crest Electronics.

Top execs: Robert West, president; Tom Dupont, Dennis Gallaher, vps, acct supers; Jeannie Kant, vp-oper; Anne Berg, asst vp-pr dir; Cletus Willems, vp-asst super; Mark Stuhlfaut, creative dir; Sandra Wright, media dir. Employees: 33.

Phone: (612) 941-9500.

Rank 394

Hart/Conway Co., Rochester, N.Y., in 1987 gained: Home Computers Inc.; Miracle Hyundai, UPFO.

The agency lost: Bill Gray's.

Top execs: Peter B. Whitcombe, president; William A. Westerfeld, exec vp. Employees: 20.

Phone: (716) 232-2930.

Rank 424

Haselow & Associates, Cleveland, in 1987 gained: Work Wear Corp.; Smithers-Oasis Co.; Precision Metalforming Assn. The agency did not lose any accounts.

Top execs: John H. Haselow, president; John W. Cross, vp-client svcs; Scott H. Collins, vp-pr; Billie A. Tomoff, vp-agency oper. Employees: 17.

Phone: (216) 831-6060.

Rank 399

Hickman & Associates, Indianapolis, in 1987 gained: Railroadmen's Federal Savings & Loan Assn.; Brookside Group; Wood-Mizer Products.

The agency lost: Puller Mortgage Assn.

Top exec: Vaughn B. Hickman, president. Employees: 22.

Phone: (317) 843-1113.

Rank 483

Hicks & Associates, Coral Gables, Fla., formerly Hicks & Grayson, in 1987 gained: Gold Coast Graphics Group; Phoenix American Insurance Group; Comptech International.

The agency lost: Southern General Life; Cooper Oldsmobile; Penton Publishing's *Machine Design*.

Top execs: Donald J. Hicks, president; Kycueb C. Proby III, exec vp. Employees: 3.

Phone: (305) 444-7463.

Rank 371

Roni Hicks & Associates, San Diego, in 1987 gained: McKellar Development; Le Meridien Hotel San Diego at Coronado; Executive Air Service/Critical Air Medicine.

The agency lost: Mitek.

Top execs: Veronica "Roni" Hicks, president. Employees: 17.

Phone: (619) 296-8806.

Rank 381

Heibing Group, Madison, Wis., in 1987 gained: Cloth World; WMLI Radio Station. It lost: Northwest Fabrics.

Top exec: Roman C. Heibing Jr., president. Employees: 33.

Phone: (608) 256-6357.

Rank 504

High Plains Publishers, Dodge City, Kan., did not gain any new accounts in 1987, but lost Parker-Haskins Insurance Inc.

Top execs: Joe Berkely, president; Duane Ross, vp; Joy Deaver, agency dir; Jim Brown, creative dir; Todd Fuller, rsch dir; Terry Frisbie, prod dir; Kay Hahn, media dir. Employees: 7.

Phone: (316) 277-7171.

Rank 436

Hinckley/Slade Group, Houston, in 1987 gained: Capital Management; Chelsea Market; Galleria Merchants Assn; Gundle Lining Systems; Hi-Port Industries; Innovative Controls; MBank Houston; Registry Hotel Corp.

The agency lost: Simdex Technical Institute.

Top execs: Joe L. Slade, Jr., president; William R. Hinckley, secty, treas. Employees: 9.

Phone: (713) 520-1515.

Rank 476

Hinton & Steel, Seattle, in 1987 gained: Turbo Law Laboratories; Northern Sun; Northwest Eye Surgery Center; Wright Runstad & Co; Radisson Hotel Toledo.

The agency lost: Luxor North America; Sheraton Tacoma Hotel.

Top execs: Dennis D. Hinton, president; David C. Steel Jr., secty treas. Employees: 12.

Phone: (206) 441-3455.

Rank 415

Hirsch Elliott, New York, in 1987 gained: A.C. Nielsen. It lost: Safeguard International.

Top execs: Don Elliott, president; Bernie Hirsch, exec vp; Don Lorenzet, sr vp. Employees: 14.

Phone: (212) 819-9320.

Rank 333

J.P. Hogan & Company, Knoxville, Tenn., in 1987 gained:Bond Cote Roofing Systems, division of WestPoint Pepperell Corp.; Polyurethane Foam Association; Shaw Industries, Cabin Crafts Carpets.

The agency lost: WestPoint Pepperell Corp., carpet and rug division.

Top execs: Joseph P. Hogan, president, ceo; Ray V. Anthony, exec vp, coo; Robert J. Luedeka, James V. Peek, vps-acct supers; Elinor Chapman, corp secy. Employees: 24.

Phone: (615) 546-7661.

Rank 211

Homer & Durham Advertising, New York, in 1987 gained: Bond Investors Guaranty; Maxim's de Paris Hotel; Sands Resort & Beach Hotel, Puerto Rico; Sea Venture Cruises; Scandinavian National Tourist Offices; United Nations Plaza Hotel.

The agency lost: Harry Macklowe Real Estate; Drucker Co.

Top execs: Tamara K. Homer, president, partner; Guy F. Durham, exec vp, partner; John Fisher Jr., vp-mktg; June Wohlhorn, vp-media; John Gruntkowski, vp-prod; Mylene Turek, vp-creative. Employees: 42.

Phone: (212) 477-5400.

Rank 314

Hughes Advertising, St. Louis, in 1987 gained: Purina Mills; PPG Biomedical; Lieberman Corp; Hazelwood Farms.

The agency lost: Roho.

Top execs: Jack A. Hughes, president; Larry R. McLane exec vp; Donald Fosher, Henry George, sr vps. Employees: 34.

Phone: (314) 862-9111.

Rank 412

Hull & Signorile, Florham Park, N.J., specializes in new product development, billed largely on a fee basis. In 1987, it gained: Wear-Ever Proctor Silex; Alex Gowns; Thomas J. Lipton; Selvic Fine Foods.

The agency lost: Kraft; Warner-Lambert, Intl Div; Alex gowns.

Top execs: Richard P. Hull, president; Leonard M. Signorile, exec vp. The agency did not report number of employees. There are 6 offices worldwide.

Phone: (201) 514-1888.

Rank 299

Huntsinger & Jeffer, Richmond, Va., reported consolidated figures in Section I that included subsidiaries: Old Dominion Co.

·Huntsinger & Jeffer Telemarketing
·Personal Letters, Inc.

In 1987, the agency gained: Chariscenter, USA; Dominion Bankshares; Laubach Literacy International; Sacred Heart Program; Virginia Special Olympics; Virginia Department of Game & Inland Fisheries, Virginia Wildlife Magazine; Wheat First Securities.

The agency lost: Missionaries of Africa, Rodale Institute.

Top execs: Jerald E. Huntsinger, chmn; Donald P. Jeffer, president. Employees: 65.

Phone: (804) 266-2499.

Rank 254

Image Dynamics, Baltimore, in 1987 gained: Majestic Industries; Merrill Lynch Realty; Davidson Transfer & Storage Co.; Tax Amnesty-MD State Comptroller's Office; ITT Corp.; Stouffer Harborplace Hotel; Barry's Video Stores; Charter Corp.

It lost: Baltimore Federal Financial.

Top execs: Phyllis B. Brotman, president& ceo; Barbara Brotman Kaylor, exec vp. Employees: 33.

Phone: (301) 539-7730.

Rank 373

Impact Marketing & Communications, Boston, in 1987 gained: Atlantic Microsystems; Digital Equipment Corp.; CLSI Inc; Telematics Intl.

The agency lost: None.

Top execs: Betsyann Duval, pres, ceo; Robert Clawson, exec vp; Dorothy E. Woglom, sr vp. Employees: 23.

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Rank 339

Intercommunications Inc., Newport Beach, Calif., in 1987 gained: FARR Co.; Shearson Lehman Mortgage; Reilly Homes; Retirement Centers of America; ISYS Security Systems; Dove Canyon; Signal Landmark.

The agency lost: BCED; Lusk Homes; Akins Development; East Highlands Ranch.

Top exec: Toni Alexander, president. Employees: 20.

Phone: (714) 644-7520.

Rank 178

Isidore & Paulson, New York, in 1987 gained: General Foods—new prods/cereals. It did not report accounts lost.

Top execs: Paul J. Paulson, president-ceo; Anthony Isidore, chmn, creative dir. Employees: 28.

Phone: (212) 972-7500.

Rank 481

James & Thomas, Chicago, reported consolidated figures in Section I that included subsidiary: Urban Market Research.

In 1987, the agency gained: Tippman Pneumatics; Polycystic Kidney Research Foundation.

The agency lost: None.

Top exec: William J. Block, president. Employees: 8 in 2 offices.

Phone: (312) 751-0520.

Rank 392

Jason Group, New York, in 1987 gained: Travel Sense; Groundglass Systems; Gardner & Dunne. The agency did not report accounts lost.

Top execs: Art Sasso, president; Vince Scotti, exec vp. Employees: 18.

Phone: (212) 967-6550.

Rank 184

Jayme Organization, Beachwood, Ohio, reported consolidated figures in Section I that included subsidiaries:

·PROCONSUL
·Strategic Research Center
·The BoardRoom
·Market-zing Promotions

In 1987, the agency gained: Austin Co.; Eaton Corp., Transmission & Forge Divisions; Neverending Battle; TRAVACO Management Systems.

The agency lost: ASSA Inc. Overseas, the agency lost AE PLC, engine components.

Top execs: George N. Havens, chmn & ceo; Michael E. Cargile, president; Lawrence R. Kavanaugh, Cathy A. Pokorny, exec vp; Allen B. Straka, vp-finance; Kathleen M. Wallace, president-Strategic Rsch Ctr; Kim F. Zarney, president-The BoardRoom; Richard S. Johnson, president-Market-zing Promotions; Michael W. Romans, sr vp; Mark C. Nylander sr vp-PROCONSUL; Edward D. Young, honorary chmn. Employees: 92.

Phone: (216) 831-0110.

Rank 475

Jiloty Communications, Holly Hill, Fla., in 1987 gained: Westinghouse Communities of Naples; MATIS, U.S.A.; Crane Cams; WestEnd Development Co.

The agency did not report accounts lost.

Top execs: Michael J. Jiloty, president; Rick Bosang, Stephen J. Wise, vps. Employees: 11.

Phone: (904) 677-0673.

Rank 334

Rick Johnson & Co., Albuquerque, reported consolidated figures in Section I that did not include subsidiary, Sterling Tape.

In 1987, the agency gained: State of New Mexico; Trammell Crow; NAPA.

The agency did not report accounts lost.

Top execs: Eric D. Johnson, president; Deborah U. Johnson, exec vp; Sterling Grant, Pat Wallwork, sr vps; Dean Gianopoulous. Employees: 51.

Phone: (505) 266-1100.

Rank 474

Jonethis Organization, Akron, in 1987 gained: Loral Systems Group. The agency did not report accounts lost.

Top execs: David G. Jonethis, president; Chuck Boggs, exec vp. Employees: 14.

Phone: (216) 375-5122.

Rank 187

Jordan Tamraz Caruso Advertising, Chicago, in 1987 gained: CEI International; First Chicago Corp.; Lightning Pictures; SACCO Supply; Season's Enterprises; Spectrafilm; Infinity Broadcasting-WJJD/WJMK; Buick Dealer Marketing Groups, Baltimore, New Orleans; Georgia; Pepsi Cola Bottlers.

The agency lost: Space Options, business computer systems.

Top execs: Joseph A. Caruso, president; Charles A. Jordan, exec vp; Ron Mondlock, vp-creative dir; Dave Percy, vp, consumer division. Employees: 74.

Phone: (312) 951-2000.

Rank 213

Juhl Agency, Elkhart, Ind., reported consolidated figures in Section I that included subsidiary, Juhl Public Relations.

In 1987, the agency gained: Blue Cross/Blue Shield of Indiana; Comparto Investments; Jessup Door Co.; Key Health Plan; University Conference Center; Syracuse Rubber Co.

The agency lost: Midwest Commerce Banking Co.; Diebel; Goshen General Hospital.

Top execs: Howard J. Blackwood, president; Max B. Barrick, exec vp; Steve Patton, sr vp; Bobbi Simmons, vp-pr; Ralph Sullivan, Bruce Cashbaugh, Steve Blaising, vps. Employees: 67.

Phone: (219) 293-5621.

Rank 240

Karsh & Hagan, Englewood, Colo. did not report accounts gained in 1987. It lost VICORP.

Top execs: Philip H. Karsh, Thomas P. Hagan, co-chmn; Pasquale L. Marranzino Jr. president; Phillip S. Wood, exec vp. The agency did not report number of employees.

Phone: (303) 770-8088.

Rank 453

Kaufman Goldman Stral, Chicago, reported consolidated figures in Section I that included subsidiary, Market Communication Associates.

In 1987, the agency gained: Nepcon; Electronics Representatives Assn. The agency lost: E.F. Johnson.

Top execs: Harold M. Stral, chmn; Laurence Kaufman, president; Morrie Goldman, vp, treas; Lee Stral, vp, secty. Employees: 15.

Phone: (312) 944-0300.

Rank 398

Kaufman & Marafi Advertising, New York, in 1987 gained: Baby Ryte; Hilton at Short Hills; Showboat Hotel & Casino; Sheraton Park Ave.

The agency did not report accounts lost.

Top execs: John B. Kaufman, chmn; John B. Marafi, president; Dennis McAnany, exec vp; Carol Rogers, Claire Mangers, vps. Employees: 22.

Phone: (212) 867-0670.

Rank 499

Keller Haver, New York, in 1987 gained: Palm Bay Imports; IBI Security Co. It lost Peerless Importing Co.

Top exec: Gerald H. Keller, president Employees: 5.

Phone: (212) 867-9494.

Rank 302

Kelley & Wallwork, Boston, in 1987 gained: American Cablesystems; Sequoia Computers; Babson College; Designers Clothing.

The agency lost: Welch Foods.

Top execs: Glenn Kelley, president; Jack Wallwork, exec vp. Employees: 20.

Phone: (617) 439-4399.

Rank 103

Kenrick Advertising, St. Louis, reported consolidated figures in Section I that included subsidiaries:

·Aragon Consulting Group
·Aragon Public Relations
·Clayton Richmond Group
·Data Support Services
·Aragon Sales Development Services
·Kingsbury Graphics
·Multavista Inc.
·Technisonic Studios

In 1987, the agency gained: Concordia Publishing; DavCo; Wendy's; Con-Agra Sales Promotion.

The agency lost: Elanco Products; Land 'O Lakes; HCN.

Top execs: C.Rick Sides, chmn; Eugene D. Duncan, vice chmn; Kenneth H. Hieronymus, president; Jeffrey L. Miller, Charles A. Stillwell, exec vps; Norman A. Berger, Clancy L. Strock, Gary C. Emmer, Jane Y. Lin, sr vps. Employees: 165 in 9 offices.

Phone: (314) 726-6020.

Rank 219

Kerlick, Switzer & Johnson Advertising, St. Louis, reported consolidated figures in Section I that included subsidiary: Landing Associates.

In 1987, the agency gained: Monsanto Company, WearDated Carpet; Mueller Company, industrial equipment; G.S. Metals; Brown & Crouppen, attorneys; Quincy Farms.

The agency lost: Methodist Hospital; Pevely Dairy.

Top execs: Daniel Kerlick, chmn, ceo; Michael J. Switzer, president; Richard R. Vinyard, sr vp; Rick S. Carney, exec vp; Jackson D. Waterbury, vp; Dave Christoff, vp-production; Daniel L. Schwartz, vp-gen mgr; Robert Johnson, president-entertainment; Kelly L. Hoskins, vp-entertainment. Employees: 75.

Phone: (314) 241-4656.

Rank 245

Kert Advertising, Ft. Lauderdale, in 1987 gained: 19th Street Furniture; Smith Aerial Photography Inc.

The agency did not report accounts lost.

The agency gained foreign accounts: Freeman Cosmetics; Canadian International Development Agency; Fab. Ind. Limited.

Top execs: Norman Kert. president; Leslie Hill, vp. Employees worldwide: 52.

Phone: (305) 484-4488.

Rank 118

Keyes Martin Gaby Linett, Springfield, N.J., consolidated returns in Section I includes Keyes Martin Public Relations.

In 1987 gained: Bell Communications Research; Edward S. Gordon; New Jersey Bankers Assn; Port Authority of New York and New Jersey; Severino Group; Strathmore Organization.

The agency lost: Blue Cross/Blue Shield of New Jersey; Walter Bauman Jewelers.

Top execs: Dan Gaby, chmn, KMGL, KMPR; Caryl Linett, president, creative dir, KMGL; Linda Mezo, exec vp, KMGL; Sam Harrison, sr vp, dir bus dev, KMGL; Ed Stukane, Robyn Green-Taylor, Len Brown, Harvey Victor, sr vps, KMGL; Jack Tucker, president, KMPR; Lee Dmitzak, exec vp, KMPR. Employees: 100.

Phone: (201) 376-7300.

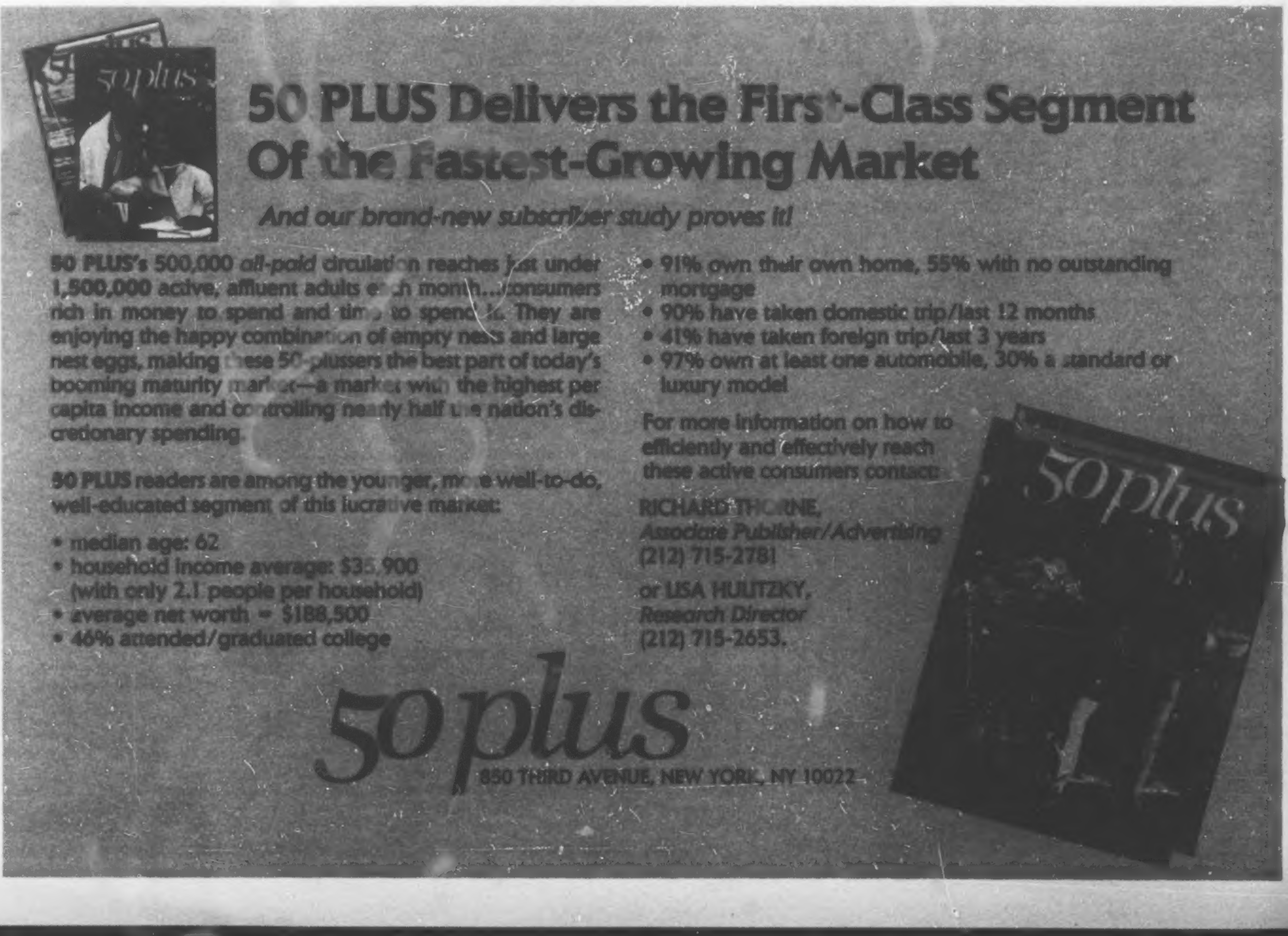
Rank 482

Kinzie & Green, Wausau, Wis., in 1987 gained: Wausau Hospital Center, medical; Wausau Truck Center, sales;

Public relations' influence on top 10 agencies

Rank W/out PR	Rank With PR	Agency	Worldwide gross income without PR	Agency PR company	PR co. fee	W'wide gross income
1	2	Saatchi & Saatchi Advertising	$694.0			$694.0
2	3	Backer Spielvogel Bates W'wide	600.7			600.7
3	1	Young & Rubicam	597.8	Burson-Marsteller	137.2	735.0
4	4	BBDO Worldwide	529.4	Doremus Porter Novelli	7.6	537.0
5	6	McCann-Erickson Worldwide	513.0			513.0
6	5	Ogilvy & Mather Worldwide	503.1	Ogilvy & Mather PR	25.9	529.0
7	7	J. Walter Thompson Co.	483.0	Hill & Knowlton	116.0	483.0
8	8	Lintas:Worldwide	418.0			418.0
9	9	D'Arcy Masius Benton & Bowles	351.6	Manning Selvage & Lee	19.4	371.0
10	10	Leo Burnett Co.	369.0			369.0

NOTES: Dollars are in millions. PR fee totals were either provided by agencies or reliable secondary sources. AA accepts PR as part of an advertising total if the unit is not considered an autonomous unit by the agency.



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Top 10 U.S. agencies in farm publication billings

		Farm publication billings		U.S. billings	
Rank	**Agency**	**1987**	**1986**	**1987**	**1986**
1	HDM	16.4	N/A	206.0	308.8
2	Creswell, Munsell, Fultz & Zirbel	7.4	8.0	75.8	71.9
3	Bader Rutter & Associates	7.4	8.0	49.2	46.8
4	Meldrum & Fewsmith	6.6	4.6	73.0	82.8
5	Colle & McVoy Advertising Agency	6.2	5.2	62.2	57.6
6	Martin-Williams	6.0	5.8	76.0	65.0
7	Valentine-Radford	4.1	4.5	80.9	70.8
8	Muller Jordan Weiss	3.6	3.5	46.5	45.1
9	Al Paul Lefton Co.	3.3	3.3	69.6	68.8
10	Rumrill-Hoyt	3.2	3.4	68.8	61.2

NOTES: Dollars are in millions. Billings of subsidiaries listed on Page 4 are not included in parent company totals in this table. Data is compiled from 442 agencies reporting billings by media.

Wausau Insurance Credit Union.

The agency lost: Wausau Medical Center; Peoples Exchange Bank.

Top exec: Kirk E. Howard, president. Employees: 11.

Phone: (715) 845-4251.

Rank 111

Klemtner Advertising, New York, reported consolidated figures in Section I that included subsidiaries:

·Comtact Corp.

·Medical Service Projects

In 1987, the agency gained: Ayerst, Cyrin; Sterling Int'l. & Winthrop Pharmaceuticals, Corotrope; Norwich Eaton, Dantrium; Ortho Pharmaceuticals-Int'l. Division; Wyeth, Phenergan; Procter & Gamble, new prods; Upjohn, Colestid. The agency also gained Searle, Canada, Isoptin.

The agency lost: Ayerst, Dermoplast; Procter & Gamble, Folger's Professional.

Top execs: Albert P. Molinaro, Jr., president & ceo; Gavin A. Scotti, R. Jay Conlan, Sander Flaum, exec vps; Robert Brilliant, David Best, Roger Musich, George Constantinoff, Robert Levine, Doug Bruce, Joe Noel, sr vps. Employees: 110.

Phone: (212) 463-3400.

Rank 423

S.R. Knapp Associates Inc., Arlington Heights, Ill., in 1987 gained: Franciscan Health Systems of Cincinnati; Franciscan Sisters of the Poor Health Systems; American Veterinary Medical Assn; Cresap, McCormick & Paget; Dermik Laboratories; Ravenswood Hospital; St. Anthony Hospital; Northern Illinois Medical Center.

The agency lost: Hayes-Hill.

Top execs: Stephen R. Knapp, president; James R. Pastorello, exec vp-acct svc; Michael E. Plemmons, exec vp-creative. Employees: 15.

Phone: (312) 392-0707.

Rank 311

Knudsen Moore Schropfer, Stamford, Conn., in 1987 gained King Oscar Foods.

The agency did not lose any accounts.

Top execs: David W. Schropfer, president; Joseph A. DelGaldo, exec vp; William K. Hoag, sr vp, media dir; Harry Matthei, sr vp, creative dir; C. Chandler Pohl, sr vp; Gerry Fox, vp; Albert Carlson, vp, exec art dir; Nicole Wise, pr; Jill Friedlander, prod mgr; Chuck Cilo, art dir; Cathy Callahan, media super. Employees: 20.

Phone: (203) 967-7200.

Rank 462

Kocs, Wesson & Associates, Elm Grove, Wis., in 1987 gained: Design House Products, Butter Company; Great American Savings & Loan; SPI Lighting; Warshafsky, Rotter, Tarnoff, Gesler, Reinhardt & Bloch, S.C.; Wisconsin Milk Marketing Board (cheese as food ingredient); Sanofi Bio Ingredients, flavors, food texture divisions.

The agency lost: Carley Management Co.; Kartes Video.

Top execs: Warren R. Eulgen, president, acct super; Dennis W. Kocs, vp, art dir; Phil H. Wesson, vp, producer. Employees: 9.

Phone: (414) 786-6624.

Rank 247

Kolon, Bittker & Desmond, Troy, Mich., reported consolidated figures in Section I that included subsidiaries: Heritage Graphic Services Inc.; Regal Printing Co.

In 1987, the agency gained: CSC Comtec, Inc.; Radius/DMC Clinics; Flame Furnace; Manhattan Sports Club; Charles W. Warren, jewelry.

The agency lost: Automotive Thunderboat Assn; Four Seasons Formal Wear; E.W. Grobbel Sons; Orchard Lake Schools; United Paint & Chemical.

Top execs: John S. Kolon, president; Joseph J. Bittker, chmn; Phillip L. Bittker, vice chmn. Employees: 60.

Phone: (318) 524-2500.

Rank 434

Kopf & Isaacson Advertising, Melville, N.Y., in 1987 gained: Loop Loc; Dunhill Personnel Systems.

The agency lost: Marconi Electric; Sitecraft.

Top execs: Andrew Isaacson, president; Ken Kopf, sec, treasurer; Arthur Zimmermann, vp. Employees: 15.

Phone: (516) 293-6115.

Rank 186

Kresser, Craig/D.I.K., Los Angeles, in 1987 gained: Buena Vista Television, syndicated TV.

The agency lost: On/SelecTV, pay television.

Top execs: C. Robert Kresser, chmn; Jean Craig, president; Paul Anton, exec vp. Employees: 45.

Phone: (213) 553-8254.

Rank 303

KSK Communications, McLean, Va., in 1987 gained: Digital Radio Networks; Geostar; GTSI, PC software; Landmark Systems; MICROS; Network Solutions; Nomadic Structures; Radiation Systems; SAGE Federal Systems; Systems & Telecoms.

The agency lost: Mead Imaging.

Top execs: Karen Syence Kennedy, president; Carole M. Bowns, exec vp; Christine Plumer, vp-assoc creative dir. Employees: 34.

Phone: (703) 734-1880.

Rank 268

Kullberg Amato Pisacane/ABP, New York, in 1987 gained: Center for Osteopathic Medicine; Lebenthal & Co.; National Assn for Hospital Development; Piedmonte Beef; *Travel Today*/Fairchild; U.F.O. Direct.

It lost Brown Bridgeman & Co.

Top execs: Joe Bartolone, chmn; Don Aaronson, vice chmn; Gary Kullberg, president; Alphonso Amato, Nicholas Pisacane, exec vps, creative dirs; Audrey Kullberg, sr vp, mktg dir; John Neilan, sr vp, mgmt super; Joe Murray, sr vp, media dir; Suzanne Easthan, vp-production; Mike Schwartz, vp-acct super; JoAnn Bart, vp-admin. Employees: 19.

Phone: (212) 683-7030.

Rank 417

Landers & Partners, St. Petersburg, Fla., in 1987 gained: Workplace.

The agency lost: Schumacher Buick.

Top execs: Samuel Landers, chmn; Robert Guckenberger, president. Employees: 18.

Phone: (813) 577-6868.

Rank 347

Hal Langerman Company, Center Square, Pa., in 1987 gained: Blue Cross & Blue Shield of Florida, Jacksonville, Fla.; Rollins, Burdick Hunter, Springhouse, Pa.; Lincoln National Life Insurance Company, Silver Spring, Md.; TSO Financial Corp.

The agency did not lose any accounts.

Top execs: Hal Langerman, owner, creative dir; Doris Tustin, mng partner. Employees: 8.

Phone: (215) 275-1901.

Rank 460

Lardis, McCurdy & Co., Meriden, Conn., in 1987 gained: Ed Mitchell Inc.; Mott's, juices-collateral only.

The agency lost: None.

Top execs: John S. McCurdy, president; Jack A. Lardis, exec vp. Employees: 14.

Phone: (203) 235-7040.

Rank 297

Larkin, Meeder & Schweidel, Dallas, was founded at the end of 1987 when management of the GSDM Dallas shop purchased the agency from Austin-based GSDM. The agency in 1988 has gained ARA Automotive Accessories, and lost North Texas Chevrolet Dealers Assn. Its current account list also includes Color Tyme rent-to-own stores, Poulan chain saws, Weed Eater lawn and garden products, Rodeway Inns Intl, Reed st. James div of Haggar Apparel, Sanderson bathroom accessories, Quik Wok Restaurants div of Pillsbury.

Top execs: Carl Larkin, chmn-president; Bill Meeder, exec vp-client svcs; Kim Schweidel, exec vp-creative svcs. Employees: 25.

Phone: (214) 688-7070.

Rank 375

Larwin/Livers Associated, Willow Grove, Pa., in 1987 gained Eastern Information Systems, software. It did not report any account losses.

Top execs: Stephen S. Livers, president. Employees: 20.

Phone: (215) 657-1515.

Rank 263

Launey, Hachmann & Harris, New York, in 1987 gained: Bassett Walker Inc.

The agency did not report accounts lost.

Top execs: Robert E. Launey, president; Henry Hachmann, vp-creative dir; Deborah D. Fineout, vp-acct svc; Joseph Harris, vp-media dir. Employees: 15.

Phone: (212) 679-1702.

Rank 450

Martin A. Lave Marketing, Indianapolis, in 1987 gained: Harcourt Management; CVX, industrial leasing; System One, division of Texas Air; PACESETTER; A&E, awards & emblems; ADT, vitamins.

The agency lost: Blossom Chevrolet; University Ford; Tremco.

Top execs: Martin A. Lave, president; Gail J. Amster, Rodney Ross, vps. Employees: 16.

Phone:(317) 872-0971.

Rank 374

Laven, Fuller & Perkins, Chicago, reported figures in Section I that did not include subsidiary, Cosmo Tops.

In 1987, the agency gained: South Suburban Hospital; Bally Midway-Games Div; Williams Telephone Co.

The agency lost: Star Motors; Zayre Stores-Chg.

Top execs: James P. Perkins, president, creative dir; Mary Anne Miller, exec vp; John P. Fox, sr vp-finance; Don W. Bonesteel, exec vp-southeast region. Employees: 24 in 3 offices.

Phone: (312) 440-1818.

Rank 126

Lawler Ballard, Norfolk, Va., in 1987 gained: Bayville Farms; E.R. Carpenter; Derre Tech; Good Samaritan Hospital; Ike's Great American Restaurants; Investor Management Group; Montclair Hospital; National Assn of Towns & Townships; One Valley Bank; Pittston Group; St. Joseph's Hospital; Saline Community Hospital; Wake Medical Center.

The agency lost: Alliance Health Service; Planters National Bank; Rubbermaid; The Beach.

Top execs: B.R. Lawler, chmn; J.D. Ballard, president; W.H. Pritchett, exec vp. Employees: 147.

Phone: (804) 627-0261.

Rank 445

Leff & Squicciarini Advertising and PR, Columbus, Ohio, in 1987 gained: Oldsmobile Columbus; Oakwood Management.

The agency lost: None.

Top execs: Myron J. Leff, president; Larry J. Squicciarini, vp. Employees: 14.

Phone: (614) 228-4900.

Rank 243

Lempert Co., Belleville, N.J., in 1987 gained: ShopRite Supermarkets; Blue Ridge Farms.

The agency lost: Shaffer Clarke & Co.

Top execs: Philip Lempert, president & creative dir; Richard Friedel, exec vp; William X. Beadle, cfo. Employees: 27.

Phone: (201) 759-2900.

Rank 200

Leonard Monahan Saabye Lubars, Providence, R.I., reported consolidated figures in Section I that included subsidiary, LMS/Barrett Public Relations.

In 1987, the agency did not report accounts gained. The agency lost: Interactive Date Corp.; Live Wire; Siebe North.

Top execs: Bruce N. Leonard, chmn; Thomas J. Monahan, president; Robert H. Saabye, David Lubars, Terrence K. O'Leary, exec vps; Catherine Ottaviano, Linda Ahearn, Fran Lemire, Catherine McCarthy, Catherine Hahn, Kevin Conroy, vps. Employees: 70.

Phone: (401) 277-9020.

Rank 505

Lesko Inc., Pittsburgh, in 1987 gained: Westmoreland-Armstrong Rehabilitation Agency; Competitive Employment Opportunities.

The agency did not lose any accounts.

Top exec: George Lesko, president. Employees: 3.

Phone: (412) 566-1680.

Rank 206

Leslie Advertising Agency, Greenville, S.C., in 1987 gained: Palmetto Dunes, Hilton Head Island; Pinehurst Hotel & Country Club; Southland Corp., 7-Eleven Division, Dallas; Waccamaw Corp., Myrtle Beach.

The agency lost: Conner Corp., manufactured homes; Litchfield By The Sea, resort; Mrs. Winner's Division, Winners Corp.

Top execs: Edwin D. Anderson, president; Eugene Dickson, exec vp; David M. Chesson, Carlos R. Jimenez, sr vps. Employees:65.

Phone: (803) 271-8340.

Rank 354

Lessing-Flynn Advertising Co., Des Moines, in 1987 gained: Heatilator; Mathison Ford; American Trust & Savings Bank.

The agency lost: Family Health Plan; Independent Ins. Agents of Ia.; New Horizon Dental.

Top exec: Connor T. Flynn Jr., president. Employees: 28.

Phone: (515) 274-9271.

Rank 183

Levenson, Levenson & Hill, Irving, Tex., in 1987 gained: National Satellite Paging; Mobilecomm.

The agency lost: Treesweet Products; Sunworld Airlines; Chili's.

Top execs: Barbara Levenson, president; Stanley R. Levenson, ceo; William L. Hill, chmn; Robert N. McEnany, exec vp-mktg; Elliot Firestone, sr vp, exec creative dir; Peggy Lewis, cfo; Michael Lehman, media dir. Employees: 60.

Phone: (214) 556-0944.

Rank 196

Jack Levy & Associates, Chicago, in 1987 gained: Apple Computer North Central Region; Aurora Venture; Deposition Technology; Standard Federal Savings.

The agency lost: None.

Top execs: Jack Levy, president; Richard J. Stack, sr vp-client svcs; Ward Wixon, sr vp-creative. Employees: 51.

Phone: (312) 332-7540.

Rank 145

Levy, King & White Advertising, Buffalo, N.Y., reported consolidated figures in Section I that included subsidiary, William Collins Associates.

In 1987, the agency gained: Pharmacraft; Freezer Queen; Canandaigua Promotions; Snyder Corp.; Bells. The agency lost: None.

Top execs: Peter King, chmn, ceo-LKW Cos; Stratten S. White, president, coo-LKW Cos; Michael C. Thomas, president, ceo-Pearson, Thomas LKW; Carmen R. Fasula, exec vp, c/o LKW Cos; William Collins, president-William Collins Assoc; Ken Dobmeier, exec vp-media/rsch svcs; Robert Travers, exec vp-acct svc (national); Judith Hojnacki, exec

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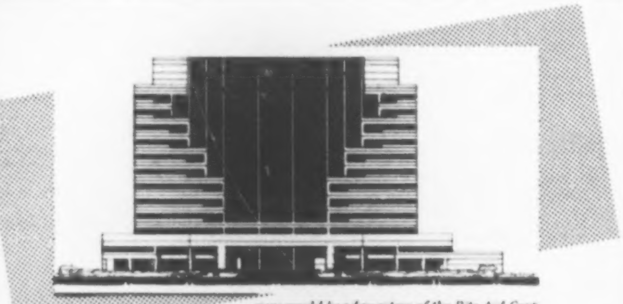

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Phone: (716) 853-6755.

Rank 362

J.H. Lewis Advertising Agency, Inc., Mobile, Ala., did not report accounts gained or lost in 1987.

Top execs: John H. Lewis Jr., president; Emil T. Graf III, sr vp-client svcs; Larry D. Norris, sr vp-creative. Employees: 32 in 2 offices.

Phone: (205) 476-2507.

Rank 318

Lieberman-Appalucci, Allentown, Pa., in 1987 the agency did not report accounts gained or lost.

Top execs: Joseph L. Appalucci, chmn; Mark T. Lieberman, president; Michael J. Lieberman, exec vp; Richard L. Frick, sr vp. The agency did not report number of employees.

Phone: (215) 395-7111.

Rank 101

Liggett-Stashower, Cleveland, in 1987 gained: Anchor-Hocking Consumer Glassware; Sears Optical Departments; The Eyelab Stores; Toledo Edison; Centerior Energy Corp.

The agency lost: The Ridge Tool Co.

Top execs: David L. Stashower, chmn &ceo; Richard S. Bailys, exec vp-acct group dir; Thomas S. Case, exec vp, chief creative dir; C. Henry Foltz, exec vp, acct grp dir; Edmund M. Kagy, exec vp, dir graphic-arts div; Terrence J. McGovern, exec vp, acct group dir; John M. Morton, exec vp, secty; Davis P. young, exec vp-pr. Employees: 130 in 3 offices.

Phone: (216) 348-8500.

Rank 264

Lipman, Richmond, Greene, New York, formerly Lipman Advertising, in 1987 gained: Davos; Mibar; JH Collectibles.

It lost: Westin Plaza.

Top execs: Robert Lipman, Richard Lipman, David Lipman, Donna Lipman, partners. Employees: 40.

Phone: (212) 684-1100.

Rank 366

K.I. Lipton Inc., Doylestown, Pa., in 1987 gained: Nordisk-USA; Chilton Food Group.

The agency lost: Moyco.

Top exec: Kenneth I. Lipton, president. Employees: 14.

Phone: (215) 345-4525.

Rank 494

Little & Associates, Atlanta, in 1987 gained: First Federal of Panama City; Armed Forces Financial Network.

The agency lost: Medical Center of Central Georgia.

Top exec: Pete Little, president. Employees: 2.

Phone: (404) 885-9587.

Rank 414

Darryl Lloyd Brigham, North Hollywood, Calif., in 1987 gained: Ojai Valley Inn & Country Club; AK Systems; TECOM; T.L. Enterprises.

The agency lost: L.A. West; Dataline.

Top execs: Darryl Lloyd, ceo; Tom Brigham, coo. Employees: 13.

Phone: (818) 763-4303.

Rank 355

Lockhart & Pettus, New York, in 1987 gained: Chrysler Corp.; Foot Locker; Kinney Shoe Corp.; Pepsi-Cola, U.S.A.; Fahlgren & Swink Adv. For Bank One, Columbus; Ogilvy & Mather Atlanta, Centers for Disease Control.

The agency lost: N W Ayer for U.S. Army, Army Reserve & ROTC.

Top execs: Keith E. Lockhart, president; Theodore D. Pettus, exec vp. Employees: 24.

Phone: (212) 725-2828.

Rank 341

Loeffler Ketchum Mountjoy, (formerly Loeffler Mountjoy), Charlotte, N.C., in 1987 gained: Trammell Crow, Carolinas.

The agency lost: Porter Brothers.

Top execs: William G. Loeffler, president; John W. Ketchum, James W. Mountjoy, sr vps. Employees: 27.

Phone: (704) 542-8131.

Rank 212

Lohmeyer Simpson Communications, Morristown, N.J., in 1987 gained: Maersk Line; Fashion Business Systems; RCA Global Communications; Platinum Guild Intl.

The agency lost: None.

Top execs: Richard J. Lohmeyer, president; John A. Simpson, exec vp; Richard Ricciardi, exec vp, coo; Phillip Gery vp-acct planning. Employees: 40.

Phone: (201) 267-0400.

Rank 114

Long, Haymes & Carr, Winston-Salem, N.C., in 1987 gained: Bali Co., Hanes Her Way Bras & Control Panties; CSX; Holly Farms Foods; MAC Inc., McDonald's Co-op Eastern NC; RJR Nabisco Golf.

The agency lost: Stanback Headache Powders; Isotoner Panty Hose, Hanes Hosiery.

Top execs: Donald N. Adams, chmn & ceo; Robert F. Graham, vice chmn, chief creative officer; Loren L. Chamberlain, vice chmn, chief mktg officer; Robert E. Fly, president & coo; Robert S. Fellows, exec vp; Pat N. Thomas, sr vp, treas. Employees: 150 in 2 offices.

Phone: (919) 765-3630.

Rank 189

Lord, Sullivan & Yoder, Columbus, Ohio, reported figures in Section I only for the Columbus headquarters office in 1987 and adjusted 1986 figures to exclude the sale of its Des Moines shop on Dec. 31, 1986.

In 1987, the agency gained: White Castle Restaurants, Columbus; Linclay Corp.; AC Material Handling; Peabody Noise Control; Novar Controls; Foremost Insurance; Sunworthy, div of Borden Inc.

The agency lost: Versa Ferguson and resigned Allen A sports clothing.

Top execs: Robert E. Sullivan, chmn & ceo; Robert D. Ackerman, president & coo; Robert L. Bender, exec vp, treas; Gary E. Armstrong, sr vp, dir-mktg; Nancy P. Barr, sr vp, dir-client svcs; John S. Brinkerhoff, sr vp, creative dir-copy; C. Douglas Fisher, sr vp, creative dir-art. Employees: 84.

Phone: (614) 846-8500.

Rank 259

LSGE Advertising, Avon, Conn., reported consolidated figures in Section I that included subsidiary: LSGE Public Relations.

In 1987, the agency gained: State of Connecticut Dept. of Economic Development, tourism; Park Place Towers; Tetra Pak Inc.; Computer Processing Institute.

The agency lost: Computer Processing Institute; Alcort Sailboats.

Top execs: Gary Lessner, chmn-ceo; Marvin B. Elbaum, president; Richard A. Slossberg, exec vp; John J. Gahl, sr vp-creative dir; Albert A. Curt, Jr., sr vp; Kenneth Seiter, Judith Pawlowski, Roberta Abend, Shirley A. MacGregor, vps; Lori Plocharczyk, vp-media dir. Employees: 33.

Phone: (203) 674-1902.

Rank 194

Lyons Inc., Wilmington, Del., reported consolidated figures in Section I that included subsidiary, Lyons Simpson & Associates.

The agency reported consolidated figures that did not include subsidiary, LSI Publishing.

In 1987, the agency gained: Abu Garcia; Healthcare Delaware; ARA Services; Caldwell Temporary Services; Du Pont Performance Products.

The agency lost: W.L. Gore & Associates.

Top execs: William N. Spiker, chmn, ceo; Mark H. Samuels, exec vp; Michael Nolan, sr vp, creative dir, Lyons Adv & Design; David Swajeski, sr vp creative dir, Lyons Presentations; P. Coleman du Pont, vp, mgmt super; Robert Simpson, mng partner, Lyons Simpson. Employees: 84.

Phone: (302) 654-6146.

Rank 390

Maleson Advertising, Owings Mills, Md., did not list accounts gained or lost in 1987.

Top execs: James Naylor, exec vp; Kathleen Hedrick, vp-mktng; Michael Elliott, creative dir; Laura Howard, media dir; Sheila Maleson, cfo. Employees: 15.

Phone: (301) 363-4480.

Rank 435

Mallof, Abruzino & Nash Marketing, Lombard, Ill., reported consolidated figures in Section I that did not include subsidiary, Print Pro.

In 1987, the agency gained: L'Brandy's; Faul Auto Dealers.

The agency lost: Grossinger Auto Group; Currie Motors.

Top execs: Edward G. Mallof, president; Edward J. Mallof, secty; Matthew Nash, vp. Employees: 15.

Phone: (312) 964-7722.

Rank 229

John Malmo Advertising, Memphis, in 1987 gained: McDonald's Memphis Mid-South Co-op; Charter Lakeside Hospital; Conwood Co.'s L.P.-smokeless tobacco.

The agency lost: Mid-South Beverages, Pepsi; Hoover Div; Inertia Dynamics Corp., Lawnboy.

Top exec: John R. Malmo, president. Employees: 58.

Phone: (901) 523-2000.

Rank 158

Malone Advertising, Akron, in 1987 gained: Goodyear General Products Div; Southeastern Savings & Loan; State of Ohio Department of Natural Resources; State of Ohio Department of Development.

The agency did not report accounts lost.

Top execs: Bain L. Malone, president & ceo; Harry P. Stitzlein, chmn; W. Lawrence Weltin, John R. Wirtz, Don Casselman, sr vps & genl mgrs; James B. Fry, vp, dir of client svc; Larry R. Lubenow, vp; Lynne R. Abramovich, vp & genl mgr; Don VanMeter vp-corp comms; Fred Bidwell, Lou Nonno, vps, creative dirs. Employees: 103 in 4 offices.

Phone: (216) 376-6148.

Rank 137

MARC Advertising, Pittsburgh, reported consolidated figures in Section I that included subsidiary, MARC Direct.

In 1987, the agency gained: Sears Chicago; Sears Houston, Sears Greensboro, Rax Restaurants.

The agency lost: Weight Watchers, Forest City Home Centers.

Top execs: Louis J. Cardamone, president & ceo; Anthony L. Bucci, exec vp, dir-client svcs; Gary P. Boens, exec vp, dir-business devel; Norbert J. Sieber, sr vp, dir-oper; Cynthia L. Zeth, sr vp, dir-creative svcs. Employees: 99.

Phone: (412) 562-2000.

Rank 236

Marcus Advertising, Cleveland, in 1987 gained: J.C. Penney Co.; Paramount Pictures; Nissan Dealers of Cleveland.

The agency lost: Gray Drugfair; E.B. Brown Optical; Greater Cleveland Oldsmobile Dealers.

Top exec: Harvey Scholnick, president. Employees: 41.

Phone: (216) 292-4700.

Rank 132

Margeotes Fertitta & Weiss, N.Y., in 1987 gained: American Society of Composers; Danskin; The Fur Vault;

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Celauro Sales; Cleopatra; *Business Week*.

The agency lost: Germaine Monteil; Kirin USA.

Top execs: John Margeotes, chmn; George Fertitta, president. Employees: 65.

Phone: (212) 620-3838.

Rank 275

Maris, West & Baker, Jackson, Miss., in 1987 did not report accounts gained or lost.

Top execs: Gerrit A. Maris, president; Norman L. West, exec vp; Harry C. Brown, vp-secty. Employees: 36 in 2 offices.

Phone: (601) 362-6306.

Rank 456

MarketAide Inc., Salina, Kan., in 1987 gained: Bunting Magnetics Co.; Asbury-Salina Regional Medical Center; Golden Plains Ag Technologies, formerly ACE Services Inc.

The agency lost: ACE Services Inc.

Top execs: Gary D. Ray, chmn, ceo; Russell C. Norwood, president. Employees: 15.

Phone: (913) 825-7161.

Rank 464

Marketing Associates International, Green Bay, Wis., in 1987 gained: Acme/Chaston; Wisard Software; Catenation; Green Bay Packaging, coated products division; Wisconsin Protective Coatings, Plasite; J.J. Keller & Associates. The agency lost: Vetter Mfg Co.; Tolibia Cheese.

Top execs: David A. Wood Jr., president, ceo; Barbara E. Wood, cfo, exec vp. Employees: 15.

Phone: (414) 432-2727.

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Rank 305

Marketing Communications Group, Toledo, in 1987 gained: Great Lakes Feedscrews; LAN Group; A.C. Leadbetter & Son; Sterling Engineered Products; Tel-Matic Systems.

The agency lost: Radisson Hotel, Toledo.

Top execs: Michael J. Zapiecki, ceo; Larry G. Williams, exec vp. Employees: 40.

Phone: (419) 249-7000.

Rank 385

Marketing Directions, Newport Beach, Calif., in 1987 gained: Fountain Valley Regional Hospital; Myocure Inc.; ICL Scientific; Cal-Surance Benefit Plans, Inc.; Hycor Biomedical Inc.; Northview Corp.; Bay Shores Medical Group.

The agency lost: Inner Spec; Anaheim Memorial Hospital.

Top execs: Richard L. Lawrence, chmn-ceo; Michael B. Cole, president-coo; James J. Lawrence, exec vp-creative dir; Timothy J. Friday, vp-professional svcs; Diane E. Manning, vp-fin. Employees: 19.

Phone: (714) 752-6211.

Rank 503

Marketing Lab, Danbury, Conn., in 1987 did not gain or lose any accounts.

Top execs: Allen F. Flouton, president; Ella S. Flouton, secty; Constance A. McManus, treas; Henry A. Mattoon, exec vp. Employees: 8.

Phone: (203) 790-7939.

Rank 175

Marketing Resources/WB&H Advertising, Lenexa, Kan., reported consolidated figures in Section I that included subsidiaries:

·The Project House

·MRI Market Research Field Service

In 1987, the agency gained: Navistar Intl Transportation Corp.; Kim Hotstart Mfg.; SKF Automotive Products.

The agency lost: Kenworth Truck Co.; Peterbilt Motors.

Top execs: Frank G. Weyforth Jr., president; Thomas Hyder, exec vp; Robert F. Higney, Jon Irish, Alan Hunsaker, sr vps; Chuck Bua, president, creative dir of WB&H; Robert A. Reagan, exec vp, coo of WB&H. Employees: 171.

Phone: (913) 492-9494.

Rank 214

Marketing Support, Chicago, in 1987 gained: US Brass Div, Household Intl; Doerr Electric; Von Schrader; Indian Seal; Superior Rubber; Imperial Eastman.

The agency lost: Allied Hardware buying group.

Top exec: David L. Weiner, president. Employees: 52.

Phone: (312) 565-0044.

Rank 230

Marquardt & Roche, Stamford, Conn., reported consolidated figures in Section I that included subsidiaries:

·Public Relations

·Direct Mail

In 1987, the agency gained: Donnelley Marketing; NAC RE Corp.; Singer Co.; GE Capital Fleet Services.

The agency lost: None.

Top execs: James Marquardt, president; Edwin Roche, exec vp; Allan Clamage, George Pryde, Howard Meditz, Angelo Sannasardo, Tom Hackett, vps. Employees: 45.

Phone: (208) 327-0890.

Rank 154

Martin Marshall Jaccoma Mitchell Advertising and Fox/MMJM Direct, New York, formerly MSSM Advertising, in 1987 gained: Olympia Office Equipment; Aruba (direct); Panasonic Electric Razors; F&W Publishing; Healthtex Children's Clothing; JC Penney Travel Services; Publishers Clearing House, telemarketing; Ralston Purina, RyCrisp, new product.

The agency did not lose any accounts.

Top execs: John Martin, president-ceo; Dan Marshall, George Jaccoma, creative dirs; R.B. Mitchell, coo; Neil Fox, president, Fox/MMJM Direct. Employees: 50.

Phone: (212) 683-0001.

Rank 118

Martin-Williams, Minneapolis, in 1987 gained: American MedCenters; USA Cafes Inc.; Chicago Cutlery; Minneapolis Children's Medical Center; Pillsbury; 3M Commercial Graphics.

The agency lost: Cargill, seed div; Northwestern National Life Insurance Co.

Top execs: David D. Floren, president; Tom F. Weyl, exec vp, creative dir; Tim C. Frojd, vp, treas; D. Steve Collins, Ronald N. Counton, Gerry W. Kleckner, Joseph F. Rabaglia, vps, mgmt supers; Kenneth M. Morrison, vp, exec art dir; William W. Zabowski, Lyle D. Wedemeyer, Pete P. Smith, vps, assoc creative dirs; Kathleen M. Garrity, vp, rsch dir; Daniel R. Woodbury, vp, media dir; Joyce A. Hovanes, vp mgr-business devel. Employees: 111.

Phone: (612) 340-0800.

Rank 400

Martiny & Co., Cincinnati, in 1987, the agency gained: Building Technologies Corp.; Cowgill-Harberer; Fischer Special Mfg; City of Forest Park; Krauss-Maffei; Meridian Diagnostics; Plastic Moldings Corp.; Swallens, Sweco Inc.; Weaver Corp.

The agency lost: Shopsmith Inc.; Vernon Manor Hotel.

Top exec: Kim R. Martiny, president. Employees: 22.

Phone: (513) 784-0400.

Rank 286

Mason & Madison, New Haven, Conn., in 1987 gained: Duracell REM; POP Rivet; Heli Coil; Baybank Connecticut, pr; Cablec; James River Corp.

The agency lost: U.S. Electrical Matons.

Top execs: Charles Mason, president-ceo; Harry Viens, exec vp, acct svcs; Stephan Earley, vp-creative dir; Judy Boncek, vp fin & admin; Darcey DiMenna, vp prod. Employees: 33.

Phone: (203) 393-1101.

Rank 492

Jack Mathis Advertising, Libertyville, Ill., did not gain or lose any accounts in 1987.

Top execs: Jack Mathis, president; Dene Hoffman, exec vp. Employees: 3.

Phone: (312) 367-1826.

Rank 129

McAdams, Richman & Ong, Bala Cynwyd, Pa., is the result of the August 1987 merger of MRI Advertising, Bala Cynwyd, and McAdams & Ong, Philadelphia.

Consolidated figures in Section I include subsidiaries:

·McAdams, Richman & Ong PR

·Richman Sales Promotion & Corporate Design.

In 1987, the agency gained: Oztec Corp.; Warminster General Hospital; AMTI; Johnson & Johnson, Sundown Sunscreen; Delaware Management Group; Hershey Park.

The agency lost: General Battery Corp.; Beneficial National Bank; Softswitch.

Top execs: Hank Kozlowski, chm; Brian McAdams, president, ceo; Tom Ong, exec vp, creative dir; Richard D. Booth, exec vp, cfo; Dennis Geraghty, exec vp-mkting; Frank Mercurio, sr vp, dir of client svcs; Gerald F. Selinger, sr vp, dir of home furnishings div; Richard M. Keith, sr vp, assoc creative dir; Alan Kline, Debbey Racano, vps, assoc creative dirs; John DeSanto, vp-media svcs. Employees: 90.

Phone: (215) 667-8900.

Rank 401

McConnaughy Barocci Brown, Chicago, a joint venture with Earle Palmer Brown Co., Bethesda, Md., in 1987 gained: Boulevard Bank; Broadacre Management Co.; Chicago Convention & Visitor's Bureau; HealthChicago; Spiegel Inc.; Thomas J. Lipton Inc.; Twinoak Products; Wisconsin Pharmacal Co.

The agency lost: None.

Top execs: Robert Barocci, chmn; Tom McConnaughy, president; Donald Campbell, mng dir; Lynn Hughes, dir-client svcs. Employees: 23.

Phone: (312) 280-5300.

Rank 397

McCormick Advertising Agency, Amarillo, Tex., in 1987 gained: Nusser Oil; Hereford Bi-Products; Western National Life.

The agency lost: None.

Top execs: Kathryn Cornett, president; G. Don Curphey, chmn; A.C. Henneman, exec vp & treas; Robert Phillips, vp. Employees: 22.

Phone: (806) 374-5333.

Rank 253

McDougall Associates, Peabody, Mass., in 1987 gained: Thermal Dynamics; Octocom; Mass Dental Assn; Voxx.

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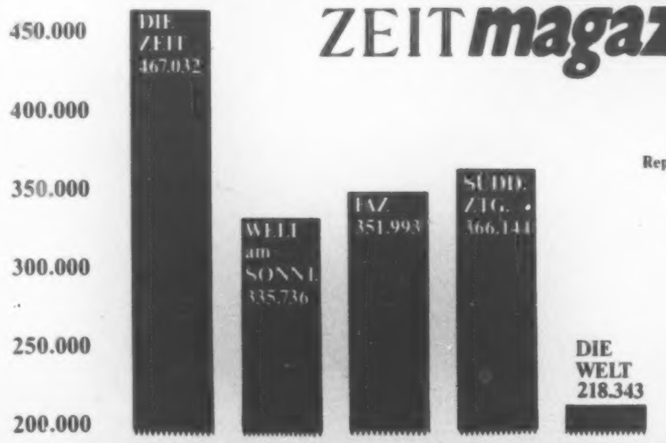

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The agency lost: Consumers Mortgage.

Top execs: Michael McDougall, chmn; Daniel McDougall, president; Phillip Hureau, sr vp, treas. Employees: 33.

Phone: (617) 532-6500.

Rank 160

McFarland & Drier, Miami, Fla., in 1987 gained: American Savings & Loan Assn; Beall's Department Stores; Carnival's Crystal Palace Resort & Casino; Flagler Greyhound Track; Florida Dept of Tourism; *Miami Herald*; *Miami News*; Omni International Hotel; Sheraton Key Largo; Sheraton Royal Biscayne; Wendy's South Florida Co-op. The San Juan, Puerto Rico office gained America Cyanamid; Business Men's Insurance; Ford and Lincoln Mercury Dealer Advertising Fund for Puerto Rico; Deya Elevator Co.; Four Winds Construction Co.; National Financial Group.

In Miami, the agency lost: CenTrust Savings Bank; Wendy's South Florida Co-op. The San Juan office lost Business Men's Insurance; Caribbean Hydrofoils; Southern Mortgage Corp.

Top execs: William Drier, president; William McFarland, chmn; John Nuccio, sr vp, dir mktg srvcs; William Adams, vp, assoc creative dir; John Arnholt, vp, fin/admin; Geri Donnelly, vp, media dir; David Romano, vp, assoc creative dir; Carol Singer, vp, mgmt super; Tim Swies, vp, acct super. Employees: 68 in two offices.

Phone: (305) 358-0108.

Rank 350

McFarland Group, Elm Grove, Wisc., in 1987 gained: J.F. Ahern; Bristol Development Corp.; Bristol Mills Shopping Center; Doucas Oldsmobile; Elm Grove Medical; Family Podiatry; King Juice; Mitsubishi Tractor; North Shore Dodge; Saber Dental Labs; Southgate Mall; Stuart-Peterson Commodities; Wildeck Mezzanines.

The agency lost: Western Development Corp.; Horst Distributing.

Top execs: Michael McFarland, president; Janice Penlesky, vp-media admin; Byron Foster, sr vp. Employees: 19.

Phone: (414) 786-5891.

Rank 413

McKee Advertising, Elk Grove Village, Ill., reported consolidated figures in Section I that included subsidiary, McKee Public Relations.

In 1987, the agency gained: American Colloid Co.; Chicago Specialty; NoviAmerican; Sangamon Inc.; Easy Heat; Daubert Coated Products; Broan Mfg., Nautilus Div.

The agency lost: None.

Top execs: Edward H. McKee, president & ceo; Thomas M. Behan, exec vp; Walter B. Denny, sr vp; William O. Makely, vp, dir-McKee PR. Employees: 18.

Phone: (312) 956-8188.

Rank 388

Robert McKim Advertising, Los Angeles, in 1987 gained: Westec Security; Educational Credit Corp.; MAI Basic Four.

The agency lost: Consumer Automotive Network.

Top execs: Robert McKim, president; Evelyn Schlaphoff, vp, genl mgr; Daniel Bockman, vp, creative dir; Philip Callihan, vp, client svcs. Employees: 17.

Phone: (213) 382-2358.

Rank 210

McKinney Inc., Philadelphia, reported consolidated figures in Section I that did not include subsidiary, Matrix Intl.

In 1987, the agency gained: Alp Lighting; ICI Americas; Meadowlands Country Club; Pioneer Screw & Nut Co.; Rank Precision Industries; Roseman Mfg.; Ricerca; Stradley Ronon Steven & Young; TRI-Clover; Camag Scientific.

The agency lost: Gelco Space; Synthane Taylor.

Top execs: George G. Thompson, chmn; Francis W. Callahan. Employees: 83 in 3 offices.

Phone: (215) 922-2635.

Rank 242

McKone & Co., Irving, Tex., in 1987 did not report accounts gained or lost.

Top exec: Peter J. McKone, president. Employees: 45.

Phone: (214) 550-7433.

Rank 128

M.E.D. Communications, Woodbridge, N.J., in 1987 gained: Du Pont Critical Care; Du Pont Pharmaceuticals; Sandoz; G.D. Searle & Co.; Smith Kline & French/national accounts; Wallace Laboratories; Meadox Medicals; Ortho Diagnostics.

The agency lost: None.

Top execs: Robert Portman, president; Tom H. Rosenwald, exec vp; Edward Cohen, exec dir-creative svcs; Skip Hurley, sr vp-computer graphics svcs; Fanita Taskier, sr vp-scientific svcs. Employees: 105.

Phone: (201) 636-6600.

Rank 252

Stan Merritt Advertising, New York, reported consolidated figures in Section I that included subsidiaries:

·Goodworth & Young

·Stan Merritt Production

In 1987, the agency gained: Olin Corp.; Sterling Drug; Martlet Importers; Blistex Inc.'s Kank-a Mouth Sore Medication, Ivarest Poison Ivy Cream, Foille First Aid Cream.

The agency lost: None.

Top execs: Stanley S. Merritt, president, creative dir; William H. Croke, exec vp; Richard A. Foley, sr vp/dir mktg svc; James S. Witherell, mng dir-Chicago; Bernard Ackerman, sec/legal; William Blaney, exec art dir; Harry C. Doolittle, assoc creative dir; Michael Keenan, exec media dir. Employees: 20 in 2 offices.

Phone: (212) 867-4650.

Rank 153

Messner, Vetere, Berger, Carey Advertising, New York, in 1987 gained: *Life* magazine; Pyramid Companies; Rockport Co.; Schrafft's Ice Cream Co.; Sparks Tune-Up Centers; Royal Crown Candies.

The agency did not report accounts lost.

Top execs: Walter Carey, president; Tom Messner, Barry Vetere, Ron Berger, creative dirs. The agency did not report number of employees.

Phone: (212) 832-7722.

Rank 377

R.L. Meyer Advertising, Milwaukee, Wis., in 1987 gained: Federated Foods; Krier Foods; Gillick, Murphy, Gillick & Wicht; Milwaukee Art Museum.

The agency lost: None.

Top exec: Robert L. Meyer, president. Employees: 18.

Phone: (414) 933-3344.

Rank 349

Michael & Partners, Dallas, reported consolidated figures in Section I that included subsidiary, Michael & Lane.

In 1987, the agency gained: American Airlines; Nautilus Sports/Medical Industries; Pearle Health Services; Winstead, McGuire, Sechrest & Minick.

The agency lost: McGraw-Hill (CCMI)

Top execs: George Michael, president; Peggy McCurry, Kelly Lane, Carlo Flores, group vps; Michael Lawrence, creative dir. Employees: 27.

Phone: (214)520-1200.

Rank 141

Miller Meester Advertising, Minneapolis, in 1987 gained American Pop Corn Co.; Chemical Bank Properties; Farberware; Guthrie Theater; Mister Donut of America; Natl Computer Systems; Northrup King Co.

The agency lost: Farm Credit Services, Louisville; National City Bank.

Top execs: Robert V. Miller, president-ceo; Karen Kangas, exec vp-coo; Ted Priebe, Dick Damrow, exec vps; Dan Oberpriller, Dean Oberpriller, J. David Tinnen, Amelia Grinstead, sr vps. Employees: 92, up from 80 in 1986.

Phone: (612) 854-8944.

Rank 290

Mills Hall Walborn & Associates, Cleveland, in 1987 gained: Century 21, Buffalo, N.Y.; East Ohio Gas Co.; Fidelty Leasing Corp.; Gardner Inc.; Gorant Candies/Yum Yum Tree Stores; Kenco Group Enterprises; Kenny Carpet; Laurel Lake; Medart Engines & Parts; Neurological Diagnostic Clinic; Ontario Honda; Precision Selling Consultants Inc.; Selling Edge; Warren Roofing & Insulating Co.

The agency lost: Adventure River; Springer Group, hotel mgmt.

Top execs: Bruce C. Walborn, ceo; Michael A. Mooney, president; Alfred J. Hall, exec vp-treas; Raymond Serraglio, vp-dir movie adv; Tim B. Cantwell, vp-bus devel; Victor Gozion Jr., vp-creative dir; Gerald R. Giles, vp-sr acct exec; Sally H. Boggins, vp-media dir; Tracey F. Miner, vp-genl mgr-Rochester; Carol Kuk, vp-co-op adv mgr; Henry Dietz, vp-controller. Employees: 42.

Phone: (216) 464-7500.

Rank 480

William Mills Advertising & Marketing, Atlanta, in 1987 gained: Ideal Optics; Lundy Electronics; Data Systems Design; Tristar Systems.

The agency lost: Steinemann.

Top execs: William E. Mills Jr., president; Eloise B. Mills, corp sec, media dir; Herbert C. Morgan III, exec art dir. Employees: 10.

Phone: (404) 261-4900.

Rank 419

Minturn Advertising, Shawnee Mission, Kan., did not report accounts gained or lost in 1987.

Top exec: Brian N. Minturn, dir-acct svcs. Employees: 21.

Phone: (913) 831-3601.

Rank 144

Mintz & Hoke, Avon, Conn. in 1987 gained: Partners Health Plan of Southern New England; VHA of Southern New England; Monitor Productions.

The agency lost: Multi-Group; ConnectiCare Inc.; Unimation Inc.; Macmillan Software Monitor Productions.

Top execs: Joseph Hoke, president, creative dir, ceo; Alan Mintz, chmn; Dale Kessel, exec vp, genl mgr; Tim Adams, sr vp-acct mgmt; Dik Haddad, sr vp, assoc creative dir; James C. Steuer, sr vp, dir mkt rsch; Stephen G. Sullivan, sr vp, genl mgr-Boston; John F. Mennis, ceo; Glenn Meyers, dir mktg svcs. Employees: 102 in 2 offices.

Phone: (203) 678-0473.

Rank 359

Mitchell & Comer, Toledo, in 1987 gained: Armstrong Ceilings; Weyerhaeuser Commercial Doors; Weyerhaeuser Paneling; Growing Family; TRINOVA.

The agency lost: Commodore Island; Instalert; Hillcrest Hotel.

Top execs: Lee Comer, president, creative dir; Mark Mitchell, exec vp; Mike Hardman, Vyto Bendoraitis, sr vps; Jim Lundberg, treas. Employees: 36 in 2 offices.

Phone: (419) 243-7600.

Rank 110

Mojo, San Francisco, reported consolidated figures in Section I that included subsidiaries:

·Mojo Public Relations

·Target Direct Response

In 1987, the agency gained: Armanino Foods; Calavo Avocados; Iron City Beer; Lone Star Beer; Mug Root Beer; Northern California Toyota Dealers; Otis Spunkmeyer Cookies; Ramada Renaissance Hotel; Rainier Beer; Stubbies Sportswear; Sun World Fresh Produce; Swan Beer; Tourism Australia; Dresser Industries; DuPont Health; HEI; Heidys; PennWell Publications; Petrolite; Powercise; Shell Signature Card; Texas Iron Works; TF Hudgins; Trident; Trinity Computing; Beecham Products; Revelations Shoes; Rosemount Wines.

The agency lost: Bank of America; Northern California Chevrolet Dealers; Micropro; Airco/Temescal; Easton Sports; Lucky Stores; Sapporo Beer; Shamitoff Foods; Toyje foods; Gerlands; G.E. Credit.

Top execs: Don Dorward, chmn; Bob Hoffman, president & ceo; Bob Riddell, exec vp-finance & admin; Richard Bell, Ed Bennett, Barbara Frazier, John Galbraith, Fred Greene, Les Mullins, Steve Wille, sr vps-acct svcs; Kurt Olson, sr vp-media planning; Dawn Tognoli, sr vp-media buying; Art Abel, sr vp-creative; John Coll, Fran Huelse, Mort Kohn, Greg Wilson, sr vps, assoc creative dirs; Bob Blomquist, dir-sales promo; Gil Lindberg, rsch dir; Connie Fox, dir-print production; Jerry Kreeger, dir-broadcast production. Houston: Joe Van Trump, president; Ross LeFevre, exec vp; Bill Manos, sr vp-acct svcs; Jim Whaley, vp, creative dir; Scott Haslam, media dir. N.Y.: Julian Martin, vp, genl mgr; Rodd Martin, George Betsis, creative dirs. Employees: 130 in 6 offices.

Phone: (415) 956-7470.

Rank 142

Eric Mower & Associates, Syracuse, N.Y., in 1987 gained: Agway Data Services; Asway Petroleum Corp.; Ensign Bank; Funk & Wagnalls Galleries of Syracuse; Bruno Magli Shoes; Philips ECG; Signature Golf Shoes; Summa Computer Systems.

The agency lost: Comstock Foods; Hobe CIE Ltd.; Twincraft.

Top execs: Eric Mower, president, ceo; Francis T. Nichols, Jay Quinn, exec vps; Ann Higbee, sr vp-pr; Dr. John Huppertz, sr vp-mktg & rsch; Ray Seide, sr vp-creative. Employees: 115.

Phone: (315) 472-4703.

Rank 485

MSA Advertising, Philadelphia, in 1987 gained: Schaffner EMC; Two Technologies; Sussex Semiconductor; Touches Boutique.

The agency did not report accounts lost.

Top exec: Michael Schwartz, president. Employees: 7.

Phone: (215) 546-8000.

Rank 150

Mullen Advertising, South Hamilton, Mass., in 1987 gained: Hit or Miss; The New England; Banyan Systems; Uno Restaurants; Bull Peripherals.

The agency lost: Maserati; *Inc. Magazine*; Domain; Lojack; Raben Publishing.

Top execs: James X. Mullen, president; Paul H. Silverman, exec vp, creative dir; Joseph M. Grimaldi, exec vp, dir-client svcs; Carin I. Warner, sr vp, dir-pr; Edward E. Boches, John Doyle, Stephen W. Haesche, sr vps-creative; Harry L. Barrett, vp, dir-mktg; Ray V. Belles, vp, acct dir; Vivian Christiano, vp-production; James E. Hartrich, vp, dir-rsch; Alan B. Johnson, vp, dir-media svcs; Robert B. Kiel, vp, acct dir; Judy Penny, vp, sr art dir; Jeanne P. Ridgway, vp, treas; Paul M. Slack, vp, controller; Janet E. Swaysland, vp-pr. Employees: 65.

Phone: (617) 468-1155.

Rank 140

Muller Jordan Weiss, New York, in 1987 gained: Blair Entertainment; Hearst Corp.; WearEver-Proctor Silex.

The agency lost: Levolor Lorentzen; Society For Savings, Hartford.

Top execs: John T. Jordan, chmn & ceo; Jane Maas, president; Frank B. Muller, exec vp, treas; Andrew M. Weiss, exec vp, sec. Employees: 88 in 2 offices.

Phone: (212) 603-6600.

Rank 165

Mutual Media, New York, in 1987 gained: B&B Medical Supply; G.N.P. Corp.

The agency did not report accounts lost.

Top execs: Richard Blank, president; David Blank, chmn, advisory board; Roslyn Shaw, treas; Helen Richman, admin dir; Jacqueline France, creative dir; Pam Daniels, art dir; Elizabeth Lips, media dir Employees: 30.

Phone: (212) 490-2077.

Rank 335

MWA Direct, Minneapolis, in 1987 gained: Canon USA; Electronic typewriter div; Haworth; Ricoh, Communication Products Group; Valcom Computer Stores. The agency lost: None.

Top execs: Michael Wikman, president; Peter Wuebker, vp. Employees: 7.

Phone: (612) 522-3673.

Rank 207

Frank C. Naheer Inc., Chicago, did not report accounts gained or lost in 1987.

Top execs: F. Byron Naheer, president & ceo; R. Bruce Marsh, exec vp. Employees: 42.

Phone: (312) 845-5000.

Rank 191

Newmark, Posner & Mitchell, New York, in 1987 did not report accounts gained or lost.

Top execs: Sidney Posner, president; Peter Posner, sr vp; Steven Posner, vp, dir-oper; Richard Pines, Nick Chavin, Lanny Lambert, Ron Shafran, vps-acct svcs. Employees: 68 in 2 offices.

Phone: (212) 867-3900.

Rank 325

New Trend Agency, Hackensack, N.J., in 1987 gained: Woodbridge Dodge, auto dealership; Olsten Temporary Services; Access Data Systems.

The agency lost: Leonard Kreusch Wines; Gene Hacker, Inc., camera & video retailer.

Top execs: Geri Boxer, president; Richard Friedman, exec vp; Kenneth Klein, sr vp. Employees: 15.

Phone: (201) 342-3444.

Rank 336

NKH&W Marketing Communications, Kansas City, in 1987 gained: Farm Credit Services-Wichita; Lietz Co.; Metlife Healthcare; Concrete Producers Group; ProSoCo Inc.; ADCOM.

The agency lost: Hillyard Chemical Products.

Top execs: F. Peter Kovac, president; Paul Welsh, exec vp; John Nicholson, exec vp-sec; C.N. Foxworthy, treas; Robert Merrigan, vp. Employees: 38.

Phone: (816) 753-8881.

Rank 119

Noble Communications, Springfield, Mo., reported consolidated figures in Section I that included subsidiary: Noble Marketing Group.

The agency acquired Don Tennant Inc., Chicago, in October, 1987, and Liller Neal Inc., Atlanta, in November creating two new divisions.

In 1987, the agency gained: Colombo Yogurt, frozen products; Durkee-French Foods. No losses were recorded in 1987, although in early 1988 Tyson Foods departed.

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Top execs: Robert B. Noble, chmn-ceo; Terry H. Fisher, vice chmn; Jon T. Baker, president-coo Noble & Associates; Gary L. Waldron, mng dir-coo Noble-Chicago; G. Howard Clark, mng dir-coo Noble-Atlanta. Employees: 178.

Phone: (417) 882-5050.

Rank 167

North Castle Partners, Greenwich, Conn., in 1987 gained: Ocean Spray Cranberry Juice Drinks, Concentrated Drinks, Chilled Drinks; Konica Cameras, Film & Photographic Papers.

The agency lost: Ocean Spray Grapefruit Juice; Sugar Assn.

Top execs: William L. Ballard, chmn; Lynn A. Rotando, president; Harold Rosen, exec creative dir; Robert N. Lelle, creative dir; Clifford McFeely, Robert Pallotta, Sheffield Halsey, sr vps, mgmt rep; Grant MacDonald, sr vp-strategic plng; Shelly Milchman, vp, media dir; Deborah Sawch, vp, business devel dir; Robert Schneider, vp, production dir. Employees: 53.

Phone: (203) 622-1122.

Rank 496

NPC & Associates, Landover, Md., in 1987 gained: D.C. SuperCola; Vern Dean, Redskins; Crumwell Group; WMMJ-102.3 FM; *Small Business Journal;* Md. You're Beautiful, D.C. minority campaign.

The agency lost: *Black Family Magazine.*

Top exec: Nathaniel Tope, president, creative dir. Employees: 10 in 2 offices.

Phone: (301) 925-9475.

Rank 121

Omni Marketing, Oakbrook Terrace, Ill., in 1987 gained: GTE Telephone Operations, Stamford, Conn., direct marketing; Nestle-Beich, fund-raising candies.

The agency did not report accounts lost.

Top execs: Gerald E. Graunke, chmn-ceo; Terence M. Graunke, president-coo; Grace F. Graunke, corp vp; Russell D. Graunke Jr., vp-mgmt super; Deborah J. Carmichael, genl mgr, oper. Employees: 60.

Phone: (312) 932-8400.

Rank 463

Oppenheim Herminghausen Finley, Dayton, Ohio, did not report accounts gained or lost in 1987.

Top execs: Robert Oppenheim, president; Warren Herminghausen, vp-treas, creative dir; John Finley, vp-sec, art dir. Employees: 12.

Phone: (513) 296-0697.

Rank 410

O'Sullivan Advertising/PR, Morristown, N.J., reported consolidated figures in Section I that included subsidiary: Graphicus 14 Inc.

In 1987, the agency gained: Kendall Homes; Wellington Product Co.; Contempro Intl; NJ Natural Gas; Purolator Courier Projects; Abu Garcia, Inc.; Aetna Chemical Corp.; Datacor; Bell Atlantic Mobil Systems.

The agency lost: Karcher Pressure Washers; Lime Stone Products; Prismo; Amcest Corp.; Stauff Mfg Inc.

Top execs: Owen M. O'Sullivan, president, creative dir; Sheldon Axler, vp, genl mgr; Sam Scillieri, vp, art dir; Dianne Enger, vp, media dir. Employees: 12.

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Rank 227

Paolin & Sweeney, Cherry Hill, N.J., in 1987 gained: Metrologic Instruments; Eaglespeed Oil & Lube; Berman Development.

The agency lost: Jiffy Lube; Greentree Mortgage.

Top execs: John R. Paolin, president; Thomas B. Sweeney, exec vp. Employees: 38.

Phone: (609) 667-7700.

Rank 273

Patchen Brownfeld, Phoenix, in 1987 gained: DMB Associates; AmeriWest Vacations.

The agency lost: Continental Homes; The Ryerson Co.; National Health Enhancement Systems; Paradise Valley Resort.

Top execs: Steve Patchen, president-acct svcs; Fred Brownfeld, president-creative svcs. Employees: 31.

Phone: (602) 274-7707.

Rank 439

Patterson Advertising Agency, Topeka, Kan., reported consolidated figures in Section I that included subsidiary: First Impressions.

In 1987, the agency gained: Food 4 Less; McGaw Communications; PCA Keystone.

The agency lost: Productive Training Corp., San Jose, Calif.

Top exec: Donald M. Shurtz, president. Employees: 19.

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Durham Morning Herald
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Rank 289

Pedone & Partners, New York, in 1987 gained: Chesebrough-Ponds; Colgate-Palmolive; Cumberland Packing Corp.; Dorman, N. & Co.; S.T. Dupont-Div of Gillette Corp.; Goebel Promotion-Div of Goebel; Knomark Inc.; Lindy's Food Products; Thomas J. Lipton; Shaw Ross International Importers; Textron Inc.; Tivall Soy Protein Products; Tradex Brokerage Service.

The agency lost: None.

Top execs: Michael F. Pedone, president & ceo; Camille Staciva, sr vp, dir-strategic plng; Kathleen Kiely, exec vp, creative dir. Employees: 22.

Phone: (212) 319-2000.

Rank 300

Penny/Ohlmann/Neiman, Dayton, Ohio, reported consolidated figures in Section I that included subsidiary: Telad Intl, yellow pages.

The agency did not report accounts gained or lost in 1987.

Top execs: Walter Ohlmann, president-ceo; Robert L. Penny, chmn; Ralph Neiman, exec vp. Employees: 50.

Phone: (513) 278-0681.

Rank 383

Penny & Speier, Houston, in 1987 gained: CITGO Petrolum Products; Service Corp. Intl; Mortgage Guaranty Insurance Corp.

The agency lost: Daniel Industries.

Top execs: C.R. Penny, chmn; Stephen S. Speier, president. Employees: 27.

Phone: (713) 965-0331.

Rank 344

Peterson-Morris MacLachlan, Minneapolis, in 1987 gained: Aamodt's Apple Farm; Austin Utilities; Chute Companies; Perma Groove; Southern Minnesota Municipal Power Agency; Superior-Dairy Fresh.

The agency lost: Cardio-Pace Medical; Woodlake Point; FutureCare Systems.

Top execs: Jack Morris, president; Nate Morris, Jim MacLachlan, exec vps; Stu Almleaf, sr vp; Mike Larson, CPA, controller. Employees: 35.

Phone: (612) 331-8000.

Rank 262

Pihas, Schmidt, Westerdahl Co., Portland, Ore., in 1987 gained: No-nonsense Pantyhose, direct mktg; Oil Can Henry's.

The agency lost: Oil Can Henry's; Oregon State Lottery; National Christmas Tree Assn.

Top execs: John S. Pihas, president; Ronald G. Schmidt, exec vp; Edward G. Westerdahl, chmn. Employees: 45.

Phone: (503) 279-4000.

Rank 426

Poindexter Associates, Roanoke, Va., in 1987 gained: Bernard's Landing, lake resort; Dragon Chemicals Co.

The agency lost: Huff-Cook MBA.

Top execs: Dale Poindexter, president; Lee Garth, exec vp; Herb Weaver, vp-oper; Dave Purdum, assoc creative dir; Marty Ryan, media dir. Employees: 14.

Phone: (703) 345-2400.

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Rank 357

Point Communications, Dallas, in 1987 gained: Sculpture Inc.; Baker & McKenzie; Promenade National Bank; Meakings Group.

The agency lost: Stroh Brewery; Depalma-Korsmeier.

Top execs: Bill R. Neale, president; Willard B. Moon, exec vp; Robert E. Sherman, Joseph D. Polk, Lloyd Sheep, Wayne P. Banks, vps; Patsy R. Fain, vp-media dir. Employees: 34.

Phone: (214) 851-1100.

Rank 402

Polese Clancy, Boston, in 1987 gained: Streetcars; Northern Isles; Falcone Piano; Met Life State Street; Eliot Bank; Logus Corp.

The agency also gained two foreign accounts: Forum Reinsurance; Ocean Fleet Yachts—Hamilton Bermuda.

The agency did not lose any accounts.

Top execs: Marcia Polese, president; Ellen Clancy, treas, sr creative dir; Bill Lane, sr vp. Employees: 12.

Phone: (617) 367-6730.

Rank 316

Pool/Sarraille Advertising, Los Angeles, did not report accounts gained or lost in 1987.

Top execs: Harvey Pool, president, creative dir; Ed Sarraille, exec vp. Employees: 30.

Phone: (213) 479-4166.

Rank 484

Bernard Popick Associates, Atlantic City, in 1987 gained: Harrah's Marina Hotel-Casino; Pratt Hotels, Atlantic City, N.J., Dallas; Society of Real Estate Appraisers, Chapter 26.

The agency lost: Golden Nugget Hotel Casino; Carousel Club Hotel; George A. Fuller Co.

Top execs: Bernard A. Popick, president; Frances L. Popick, vp-treas; Fay P. Catando, vp-opers; Judith S. Perskie, vp-acct svcs. Employees: 7.

Phone: (609) 348-2600.

Rank 115

Poppe Tyson, New York, in 1987 gained: ITT Gilfillan; Osram; Wheelabrator; Summit Chatam Bancorp.; Elizabethtown Gas Co.; ITT Gallium Arsenide.

The agency lost: Monroe Business Systems; U.S.I. Chemicals; Amoco Performance Products.

Top execs: Ronald G. Vrba, chmn; Fergus O'Daly, president & ceo; Gary Davis, exec vp; Larry Wattman, Gary Watson, sr vps, creative dirs. Employees: 124 in 3 offices.

Phone: (212) 725-2900.

Rank 298

Posey, Quest, Genova, Greenwich, Conn., in 1987 gained: Sandoz Consumer Health Care Group; Beiersdorf Medical Div; Humphrey's Pharmacal.

The agency lost: Requa Inc.

Top execs: James H. Quest, president-ceo; Joseph Genova, exec vp-creative dir; Louise K. Erdman, vp-dir acct svc; Sharon Antonios, vp-co-creative dir; Robert L. Liddel, vp-dir media & programming; Matthew C. Tokatlian, vp-dir finance. Employees: 28.

Phone: (203) 531-4900.

Rank 235

Potterhazlehurst Inc., East Greenwich, R.I., reported fiscal figures ended June 30, 1987 in Section I.

In 1987 it gained: Simplex Time Recorder Co.; Wright Line; Country Home Bakery.

The agency lost: Bank of New England; BarclaysAmerican.

Top execs: Thomas E. Hazlehurst, chmn & ceo; Herbert C. Sawyer, president; Nathanel Frothingham, sr vp. Employees: 54.

Phone: (401) 885-4300.

Rank 446

Praco Ltd., Colorado Springs, in 1987 gained: City of Colorado Springs Convention & Visitors Bureau; Winne Furniture; Colorado Springs Municipal Airport; Pikes Peak Highway.

The agency lost: Athletic Factory; Jocque Shops; Calmet Corp.

Top execs: James W. Hall, president; Nechie T. Hall, vp-sec; Geri Vanderwar-

ren, vp-treas. Employees: 16.
Phone: (303) 473-0704.

Rank 197
Price McNabb Advertising Agency, Asheville, N.C., in 1987 gained: Dial Page; Elk River; First Home Federal Savings & Loan; Modern Globe; McDonald's; Rex Hospital; Business North Carolina; Northern Telecom; Volvo-GM Truck; Axiom.

The agency lost: Adams Millis; Concord.

Top execs: Charles R. Price Jr., chmn; Robert B. Boettcher, president-Asheville div; Ron Campana, president-Raleigh div; Powell Blue, exec vp-fin/admin; Harris J. Fields, exec vp-creative dir-Asheville; Craig Jackson, sr vp-creative dir-Raleigh; David E. Rogers, sr vp-media svcs; Thomas E. Eppes, sr vp-pr div; Peter F. Lloyd, sr vp-Columbia div; S. Christopher Starin, vp-Charlotte div; Judy Dalton, vp-media svcs; David L. Moody, vp-mktg/strategic devel. Employees: 86.

Phone: (704) 254-7461.

Rank 267
Pringle Dixon Pringle, Atlanta, in 1987 gained: First American Bank; McDonald's Co-op; Mitre.

The agency lost: Wild Dunes; Southeastern Savings; Jack's Food Systems.

Top execs: James A. Pringle, ceo; Janice S. Pringle, president, pr; R. Jobie Dixon, sr exec vp; Mary Adams, exec vp. Employees: 48 in 2 offices.

Phone: (404) 688-6720.

Rank 455
Qually & Co., Chicago, in 1987 gained: Taito America Corp; Windy City Cafe; Ringo Inc.; Museum of Broadcast Communications. Overseas, it gained Taito America Corp.

The agency did not report accounts lost.

Top execs: Robert Qually, president, creative dir; Michael Iva, vp-acct svcs; Fred Saleh, vp-mktg, genl mgr; Holly Thomas, vp, creative dir; Dennis McInerney, sales mgr. Employees: 15.

Phone: (312) 944-0237.

Rank 487
L. Quillin & Associates, LaCrosse, Wis., in 1987 gained: Ken-Way Corp.; Radisson Hotel-LaCrosse; Post Design Development.

The agency did not list accounts lost.

Top exec: Lawrence J. Quillin, president Employees: 5.

Phone: (608) 788-8292.

Rank 428
Jules Rabin Associates, Valley Stream, N.Y., in 1987 gained: Liberty Mortgage Corp.; Nassau Pain & Stress Center; Long Island Sports Hall of Fame.

The agency did not lose any accounts.

Top execs: Jules W. Rabin, president; Melvin Weber, exec vp; Melvin Kaplan, vp. Employees: 20.

Phone: (516) 561-9160.

Rank 244
Reimel Carter Advertising, Philadelphia, in 1987 gained: Assist America; Delaware Trust Co.; Fox & Lazo; Kody Lighting; Retirement Life Planners; Robinson Luggage; A. Pomerantz & Co.; Variety Charity for Handicapped Children.

The agency lost: Health Corp. of America; Poquessing Corp.; World Life & Health Insurance; Yorkship Business Supply.

Top execs: Theodore L. Reimel, president, treas; Edward P. Carter, exec vp, sec; Karen L. Connor, sr vp-acct svcs; David M. Rackow, sr vp, creative dir; Laurence L. Bazar, vp-fin & oper; Donald F. Danese, vp, sr acct group; Mark Von Zech, vp, art dir; Judith M. Titch, vp, media dir; Maureen A. Kennard, vp-production, traffic; Joseph F. Piper, vp, assoc creative dir; Frederick A. Zimmer, vp-audio visual. Employees: 31.

Phone: (215) 735-3200.

Rank 131
Richardson, Myers & Donofrio, Baltimore, in 1987 gained: Du Pont, fabricated products; Arcata Graphics; Chipman Chemicals; Sakrete Licensees Group; Philadelphia Electric Co.; ICI Americas, Force; Karate.

The agency lost: American Cyanamid Animal Health Dept, domestic; Delaware Group.

Top execs: Hal Donofrio, president-ceo; Jamie Rice, Chuck Donofrio, exec vps; Ken Majka, exec vp-creative dir; Chris Hartman, exec vp-genl mgr pr; Bill Porter, sr vp, media dir; Jed Lafferty, Sarah Adams, Jim Palmer, sr vps; Bob Cooke, sr vp-assoc creative dir. Employees: 103.

Phone: (301) 576-9000.

Rank 403
John Risdall Advertising, New Brighton, Minn., in 1987 gained: Waldoch Crafts; Victory Arms Ltd.; Haas Display Co.

The agency did not report accounts lost.

Top exec: John Risdall, president. Employees: 12.

Phone: (612) 631-1098.

Rank 228
Rizzo Simons Cohn, Boston, in 1987 gained: a/d/s, hi-fi components; Autographix; Bachman Information Systems; Polaroid Corp, floppy disks; Delta Computer.

The agency lost: Harvard Health; Staples, office products; Delta Computer.

Top execs: J. Peter Rizzo, chmn-ceo; Thomas S. Simons, president; Richard E. Cohn, exec vp, creative dir; John G. Maruskin, exec vp, mktg svc dir. Employees: 43.

Phone: (617) 423-2700.

Rank 174
Robinson, Yesawich & Pepperdine, Maitland, Fla., in 1987 gained: La Costa Hotel & Spa.

The agency lost: Royal Concordia.

Top execs: John Robinson, Jr, chmn; Peter C. Yesawich, president; Jim Pepperdine, sr vp.

Employees: 70 in 4 offices.

Phone: (305) 875-1111.

Rank 409
Roggers, French & Co., Irvine, Calif., in 1987 gained: Triathon Business Computers; Wil Wrights Ice Cream; Triathon, Canada.

The agency lost: Asta Designs; Tricom Systems.

Top execs: William C. French, president; Jane B. Roggers, Carol L. Malek, vps. Employees: 21 in 3 offices.

Phone: (714) 261-6122.

Rank 109
Rosenfeld Sirowitz Humphrey & Strauss, New York, in 1987 gained: Bain de Soleil.

The agency lost: Charles of the Ritz; Thompson Medical Products.

Top execs: Ronald Rosenfeld, Leonard Sirowitz, Harold Strauss, co-chmn; Linda Srere, exec vp, dir-acct mgmt; Leslie Amozig, exec vp, dir-media operations; Lou Carvell, sr vp, creative dir; Robert Mayer, Harvey Kipnis, sr vps, mgmt super. Employees: 97.

Phone: (212) 505-0200.

Rank 117
Rolf Werner Rosenthal Inc., New York, a subsidiary of Ogilvy & Mather Worldwide, reported consolidated figures in Section I that included subsidiary, World Health Communications.

In 1987, the agency gained: Sandoz Pharmaceutical Corp.; Parke-Davis, div. of Warner Lambert, Trimetrexate; Metro Med, oral contraceptives.

The agency lost: None.

Top execs: Rolf Werner Rosenthal, chmn; Ronald J. Souza, president & ceo; Philip Brady, exec vp; Sylvio deRouin, sr vp, creative dir; Howard Reiss, sr vp, mng dir-WHCI; Barry Strumwaser, sr vp, dir-client svcs; Marjorie Vincent, sr vp, assoc creative dir. Employees: 91.

Phone: (212) 684-0909.

Rank 102
Rumrill-Hoyt, Rochester, N.Y., part of the Saatchi & Saatchi network, in 1987 gained: Xerox Voice Messaging Systems; Widmers PR, wine; Phoenix Integrated, athletic shoes; R.T. French, mustard.

The agency lost: None.

Top execs: Richard Thomson, chmn & ceo; Nick Orloff, president & coo; Gale Johnson, vp, dir-pr; Kurt Minwell, vp-finance; Tim Cronin, dir-client svcs; Robert Heberger, vp, dir-mktg svcs. Employees: 150.

Phone: (716) 272-6100.

Rank 155
Sacks & Rosen, New York, reported consolidated figures in Section I that included subsidiary, Response Strategems.

In 1987, the agency gained: Pratesi Italian Linens; Enamelique Cosmetic Dentistry of New York; Cox & Hawkens Men's Clothing; Martec, Inc.; Swiss Gold-Coffee Filter System; Perlier-Honey-based Toiletries.

The agency lost: *House & Garden*.

Top execs: Leonard Sacks, president; Michael Rosen, exec vp; Amy Gold, David Griffing, creative dirs; Sheldon Lipton, vp-mktg; Pamela Weiss, sr vp, mgmt super-direct response. Employees: 49.

Phone: (212) 826-4004.

Rank 477
Sader & Associates, New York, in 1987 gained: National Football League Properties; Warren, Gorham & Lamont; Highlights for Children; East Coast Sheet Metal Fabricating Corp.; Athletic Supply Co.

The agency did not list accounts lost.

Top execs: Archie A. Sader, president; Richard Povill, creative dir; Gregory Curran, media dir. Employees: 3.

Phone: (212) 725-0770.

Rank 446
Sandage Inc., Burlington, Vt., reported consolidated figures in Section I that included subsidiary, On-Line Direct; MKQ.

The agency did not list accounts gained or lost in 1987.

Top execs: Barbara Sandage, president; Bill Peters, vp. Employees: 18.

Phone: (802) 658-4800.

Rank 406
Peter Scannell Inc., New York, in 1987 gained: Metlife; Medco.

The agency lost: New York Health & Hospitals Corp.; Showtime.

Top execs: Peter Scannell, president; Carol T. Savage, vp. Employees: 8.

Phone: (212) 947-3822.

Rank 317
Scharfberg & Associates, Jenkintown, Pa., in 1987 gained: Weight Watchers, Vixen Motor Co.; Sassafrass; Wall Vault; Ira Lish Clothier; CMQ.

The agency lost: Atomic Tires; Hyatt Cherry Hill.

Top execs: Sheldon Scharfberg, president, R.S. Menapace Jr., exec vp, creative dir; Doug Scharfberg, vp. Employees: 28.

Phone: (215) 885-7050.

Rank 321
Schenkein/Associates, Englewood, Colo., in 1987 gained: National Demographics and Lifestyles; X—Press Information Services; Western Partek; Joseph Farber, real estate; Mile High Cablevision; Hiex International.

The agency lost: Candy's Tortilla Factory; Evans Furs.

Top execs: Robert A. Schenkein, president; Greg Taucher, vp-acct svcs; Carl Kay, vp-pr; Wade Blacketor, vp-fin. Employees: 28.

Phone: (303) 790-1773.

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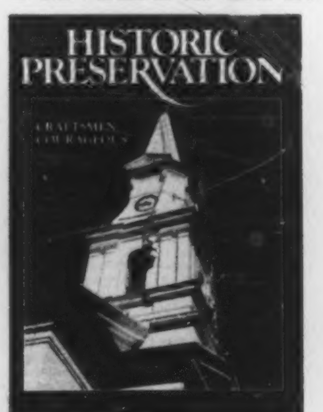

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Leading agencies in top 50 markets

Advertisers in 1987 showed a continuing interest in the power of regional agencies to reach national audiences.

These agencies—representing all but the top 25 agencies in the AD AGE 500—accounted for 45.2 percent of the group's total U.S. billings.

Their power is demonstrated by their growth in spot television spending. These agencies increased their expenditures on spot tv by 7.5 percent over 1986. This compares with a 6.5 percent growth for the top 25.

Most significantly, while network television billings among the top 25 agencies fell 1.4 percent, network billings among the remaining agencies grew 1.7 percent.

To identify these agencies, AD AGE lists them in ranked order in the top 50 markets below. Billings totals are only for local shops in the respective market. For example, Evans Communications is ranked No. 1 in Salt Lake City on the basis of its billings in that city only. Its Seattle shop ranks No. 2 in that city.

Most of the agencies listed by market reported billings information via questionnaires verified by outside accountants. However, those with asterisks (*) did not report in this issue and required phone calls. Local business journals and advertising associations were consulted at times to arrive at an accurate market list when agencies did not cooperate.

The chart covers the top 50 markets, but only 47 are listed because of the merging of adjacent, inter-dependent markets (e.g. Oakland and San Francisco) or the lack of at least four agency reports from a market (e.g. Anaheim). Only the top 50 are considered because few agencies of size are found in leading markets beyond that point.

Market rankings are based on 1986 U.S. Census data.

1. New York: 8,465,800

($ in millions)	1987	1986
Saatchi & Saatchi DFS Compton	1,392.0	1,311.1
Grey	1,202.4	1,122.8
Backer Spielvogel Bates	983.7	974.6
Young & Rubicam	890.0	794.6
Ogilvy & Mather	733.0	708.0

2. Los Angeles: 8,108,700

($ in millions)	1987	1986
Foote, Cone & Belding	259.0	229.0
Saatchi & Saatchi DFS	235.0	150.0
Admarketing Inc.	201.0	184.0
Chiat/Day	140.0	141.0
Grey Western Div.	131.7	117.4

3. Chicago: 6,176,900

($ in millions)	1987	1986
Leo Burnett Co.	1,550.0	1,361.6
Foote, Cone & Belding	499.0	459.0
DDB Needham	434.5	405.0
J. Walter Thompson	387.4	415.0
Tatham-Laird & Kudner	241.8	238.5

4. Philadelphia: 4,784,200

($ in millions)	1987	1986
Lewis, Gilman & Kynett	128.0	122.0
Earle Palmer Brown	86.6	86.3
Ketchum Comm.	77.5	53.6
Elkman Adv.	61.4	46.3
Weightman Group	58.6	54.0

5. Detroit: 4,784,600

($ in millions)	1987	1986
Lintas:Campbell-Ewald	493.0	464.6
Ross Roy Group	335.0	293.2
J. Walter Thompson	322.5	341.0
D'Arcy Masius B & B	283.9	234.2
Young & Rubicam	197.0	182.0

6. Washington, D.C.: 3,489,500

($ in millions)	1987	1986
Earle Palmer Brown	125.4	105.0
Henry J. Kaufman	50.0	34.0
Stackig, S&W*	48.5	46.0
J.Walter Thompson	42.1	44.5
Adams Group*	21.0	17.8

7. Houston: 3,221,700

($ in millions)	1987	1986
Ogilvy & Mather	87.0	76.0
McCann-Erickson	64.5	58.6
Goodwin, Dannenbaum L&W	44.0	42.0
N W Ayer	41.7	N/A
Winius-Brandon	37.1	31.6

8. Boston: 2,831,700

($ in millions)	1987	1986
Hill, Holliday C&C	245.0	211.4
HBM/Creamer	149.0	142.0
Ingalls, Quinn & Johnson	135.0	117.4
Harold Cabot & Co.	80.6	68.0
Epsilon	49.0	47.7

9. Nassau-Suffolk: 2,644,700

($ in millions)	1987	1986
J. Richard Smith	35.6	31.3
S.R. Leon & Co.	29.3	27.0
Chris Thomas & Assoc.*	26.5	22.0
Ackerman Adv. Comm.	20.0	19.5
Greenstone & Rabasca*	19.0	18.0

10. Atlanta: 2,471,700

($ in millions)	1987	1986
BDA/BBDO	109.9	83.0
Tucker Wayne/Luckie	78.5	82.3
Fahlgren & Swink	52.3	47.6
Ogilvy & Mather	39.0	37.0
BJK & E	38.0	36.0

11. St. Louis: 2,412,400

($ in millions)	1987	1986
D'Arcy Masius B & B	177.7	196.0
Gardner Adv.	126.0	120.0
Kenrick Adv.	50.5	52.0
Kerlick, Switzer & Johnson	41.6	35.0
BHN Adv. & PR	20.4	20.2

12. Dallas: 2,311,700 [1]

($ in millions)	1987	1986
BJK & E	245.0	225.0
Tracy-Locke	199.6	201.6
Bloom Agency	117.0	133.0
Richards Group	89.1	82.4
Rapp & Collins USA	64.6	45.2

13. Minneapolis: 2,262,400

($ in millions)	1987	1986
Campbell-Mithun	277.9	246.0
Fallon McElligott	142.5	93.3
Martin-Williams	76.0	65.0
Carmichael Lynch	70.9	63.5
BJK & E	56.0	72.5

14. Baltimore: 2,252,800

($ in millions)	1987	1986
W.B. Doner & Co.	77.7	66.1
Richardson M&D	58.0	56.9
Eisner & Assoc.	45.5	37.7
Smith, Burke & Azzam	37.5	40.3
Trahan, B&C	35.0	31.0

15. Pittsburgh: 2,142,700

($ in millions)	1987	1986
HBM/Creamer	100.0	97.0
Ketchum Comm.	89.1	81.0
MARC Adv.	49.0	37.0
Dudreck DePaul F&M	17.4	16.4
Hallmark Adv.	15.2	14.1

16. San Diego: 2,132,700

($ in millions)	1987	1986
Phillips-Ramsey*	31.0	29.0
Kenneth C. Smith Assoc.*	31.0	24.0
Franklin & Assoc.*	28.0	18.0
Knoth & Meads*	21.0	20.0
Arnold-Buck*	14.2	14.0

19. Riverside, Calif.: 1,906,700 [2]

($ in millions)	1987	1986
Chandler-Dubois & H*	6.0	2.6
Uber Adv.*	3.2	2.9
Zimmer Adv.*	2.7	2.0
Ford Adv.*	1.0	0.9
Sutton Place*	0.6	0.9

20. Newark, N.J.: 1,882,200

($ in millions)	1987	1986
Venet Cos.	76.0	69.1
M.E.D. Comm.	73.0	67.9
Keyes Martin	58.0	53.0
Poppe Tyson	42.0	N/A
McCann Healthcare	23.0	26.2

21. Tampa, Fla.: 1,868,700

($ in millions)	1987	1986
Benito Adv.	31.5	20.0
W.B Doner & Co.	22.8	20.3
Ensslin & Hall*	20.0	17.3
FKQ*	4.0	4.1
BJK & E	4.0	N/A

22. Cleveland: 1,860,000

($ in millions)	1987	1986
Nationwide Adv.	157.2	102.0
Wyse Adv.	78.9	73.2
Meldrum & Fewsmith	73.0	82.8
Liggett-Stashower	70.2	65.1
Griswold Inc.	45.9	40.2

23. Phoenix: 1,846,600 [3]

($ in millions)	1987	1986
Owens & Assoc.*	22.0	20.0
Phillips-Ramsey*	20.6	19.5
E.B. Lane & Assoc.*	17.5	15.0
Patchen Brownfeld	16.6	11.3
Moses Anshell*	14.7	10.0

24. Miami: 1,753,100

($ in millions)	1987	1986
Tinsley Adv.*	44.7	39.0
McFarland & Drier	40.0	33.0
Ad Team*	35.0	30.0
Ryder & Schild*	20.0	21.0
Lintas:Campbell-Ewald	17.2	16.2

25. Seattle: 1,724,000

($ in millions)	1987	1986
Cole & Weber	64.0	53.0
Evans Comm.	46.0	41.5
Elgin Syferd	35.3	28.2
Livingston & Co.*	26.5	19.0
Sharp-Hartwig	16.3	13.3

26. Denver: 1,614,000

($ in millions)	1987	1986
Tracy-Locke	29.9	27.8
Karsh & Hagen	28.7	24.4
Barnhart & Co.	18.2	19.2
Schenkein & Assoc.	12.9	13.2
Evans Comm.	12.0	13.5

27. San Francisco: 1,576,000 [4]

($ in millions)	1987	1986
Foote, Cone & Belding	221.0	205.0
J. Walter Thompson	141.0	151.0
Ketchum Comm.	137.3	147.4
Hal Riney & Assoc.	125.0	125.0
McCann-Erickson	113.4	103.0

28. Kansas City: 1,493,900

($ in millions)	1987	1986
Bernstein-Rein	78.9	69.1
Valentine-Radford	75.9	66.4
Barkley & Evergreen*	42.5	33.0
Marketing Resources	35.6	20.3
NKH&W Mktg. Comm.	11.8	9.0

29. Cincinnati: 1,412,000

($ in millions)	1987	1986
Sives & Assoc.	30.0	38.0
Wolf Blumberg Krody	27.2	16.6
Stockton West Burkhart*	25.0	33.1
Tepe H&W	9.0	8.3
Lawler-Ballard	8.5	7.1

30. San Jose: 1,398,500

($ in millions)	1987	1986
Tycer Fultz Bellack	26.3	25.4
Winkler, Tawa, McManus*	23.0	23.6
Carlick Adv.*	18.2	13.3
Austin & Assoc.*	17.0	18.0
Winston Adv.*	13.5	10.3

31. Milwaukee: 1,378,600

($ in millions)	1987	1986
Bader, Rutter & Assoc.	49.2	46.8
McDonald Davis*	47.0	31.0
Cramer-Krasselt	40.1	36.2
Hoffman Y&C*	38.6	31.5
Yellow Pages Marketing	37.5	34.8

32. New Orleans: 1,324,400

($ in millions)	1987	1986
Bauerlein Inc.	15.3	15.4
Peter A. Mayer Adv.*	9.5	8.4
Fitzgerald Adv.*	8.5	10.5
Watts/Wohl & Assoc.*	7.5	6.6
Montgomery & Stier*	6.2	6.5

33. Bergen-Passaic: 1,301,000

($ in millions)	1987	1986
Thomas G. Ferguson Assoc.	84.1	61.8
Dugan/Farley Comm.	44.5	39.2
Lohmeyer Simpson	26.0	25.0
New Trend Agency	12.5	7.0
Arthur Falconer Assoc.*	12.4	11.6

34. Norfolk, Va.: 1,289,500

($ in millions)	1987	1986
Barker Campbell & F*	22.0	14.0
Lawler-Ballard	18.3	22.2
Arthur Polizos Assoc.*	15.0	13.0
Davis & Phillips*	14.4	12.0
Redmond, Fugate	12.0	9.0

35. Columbus, Ohio: 1,287,600

($ in millions)	1987	1986
Fahlgren & Swink	66.3	66.3
Lord, Sullivan & Yoder	35.8	29.5
Hameroff/Milenthal*	30.5	27.0
Shelly Berman Comm.*	16.2	13.5
Gerbig, Snell*	14.9	13.9

36. Sacramento: 1,258,200

($ in millions)	1987	1986
Girvin, Conrad & Girvin*	42.1	39.6
E. Clark & Assoc.*	19.0	12.1
Curran Hitomi*	9.5	8.5
Runyon-Saltzman*	6.0	4.5
Grant Media Services*	5.1	5.2

37. San Antonio: 1,235,700

($ in millions)	1987	1986
Pitluk Group*	26.0	24.0
Sosa & Assoc.*	16.0	13.5
Atkins & Assoc.*	15.0	12.8
Thompson-Marince*	14.1	6.2
Anderson Adv.*	12.5	12.3

38. Indianapolis: 1,203,100

($ in millions)	1987	1986
Montgomery, Zukerman, Davis*	30.5	30.0
Pearson/C&F Group*	16.0	14.0
Handley & Miller*	15.2	16.0
CRE Inc.	10.7	9.9
Hickman & Assoc.	7.0	5.1

40. Portland, Ore.: 1,146,600

($ in millions)	1987	1986
Evans/Kraft	46.0	41.5
Wieden & Kennedy	40.0	30.0
Borders, P&N	37.0	20.2
Pihas, Schmidt, Westerdahl	20.0	17.7
Gerber Adv.	16.5	17.0

41. Ft. Lauderdale: 1,125,200

($ in millions)	1987	1986
Forsyth & Connors*	24.0	17.2
Group 3hree*	22.0	34.0
Harris & Drury*	22.0	19.3
Wexler, M&R*	15.2	13.5
Levy & Asch*	12.5	9.5

42. Charlotte, N.C.: 1,049,000

($ in millions)	1987	1986
Wray/Ward Adv.	14.5	10.6
Shotwell & Partners*	12.0	12.0
Loeffler Ketchum/Mountjoy	11.5	9.3
Downs Group*	10.2	9.5
Price-McNabb	5.8	2.3

43. Salt Lake City: 1,024,800

($ in millions)	1987	1986
Evans Comm.	21.0	22.0
Bonneville Comm.	13.4	11.0
Harris & Love*	12.1	11.5
Fotheringham & Assoc.*	12.0	9.0
Gillham Adv.*	5.5	9.2

44. Rochester, N.Y.: 982,300

($ in millions)	1987	1986
Rumrill-Hoyt	68.8	N/A
Hutchins/Y & R	55.0	60.0
CMS Direct	33.8	45.7
Perri Debes L&C*	10.1	8.5
Winterkorn Lillis	9.7	7.7

45. Oklahoma City: 975,900

($ in millions)	1987	1986
Ackerman, H&M	63.2	61.5
Jordan & Assoc.	18.0	16.8
Runkle-Moroch	12.0	12.0
Sully & Rozier	5.0	5.5

46. Buffalo, N.Y.: 971,400

($ in millions)	1987	1986
Vickers & Benson/FKQ	33.9	40.3
Faller, Klenk & Quinlan*	33.9	40.3
Levy, King & White	27.3	29.1
Healy Schutte & Co.*	18.5	19.2
Ellis-Singer Group*	14.0	17.0

47. Louisville, Ky.: 964,300

($ in millions)	1987	1986
Doe-Anderson	27.5	27.3
McCann-Erickson	18.5	23.5
Bon Adv.*	11.2	10.5
Ketchum Comm.	9.8	8.9
Fessel, S&M	7.2	7.2

48. Memphis, Tenn.: 944,700

($ in millions)	1987	1986
John Malmo Adv.	22.5	19.0
Cochran & Sanford*	10.0	9.5
Durham & Assoc.*	8.0	6.5
Thompson & Co.*	7.5	6.0
Chandler-Simmons*	5.3	4.1

49. Dayton, Ohio: 931,100

($ in millions)	1987	1986
Penny, Ohlman, Neiman	20.1	16.1
Flynn/Sabatino*	19.8	15.8
David K. Burnap Adv.	19.3	17.0
Willis Case Harwood*	13.0	12.0
Oppenheim, Herminghausen	4.0	3.2

50. Mid-N.J.: 930,400 [5]

($ in millions)	1987	1986
M.E.D. Comm.	73.0	67.9
Paul A. De Jesse Inc.*	19.0	16.0
Cummins, M&N*	9.8	12.4
Simms & McIvor	8.7	12.9
H.T. Fenton Assoc.*	4.1	3.8

Note: Population totals for the footnoted markets are not included in population reported for merged markets. (17.) Anaheim market eliminated because of insufficient response.

1. Includes (39.) Ft. Worth-Arlington market (1,199,900).
2. Includes, (74.) Oxnard-Ventura market (600,000).
3. Includes (77.) Tucson market (585,900).
4. Includes (18.) Oakland market (1,907,800).
5. Includes (51.) Monmouth-Ocean, N.J. market (918,000).

Reported by Tony Ralenkotter.

Rank 343

Ken Schmidt Co., Milwaukee, in 1987 gained: Dresser Industries; Vilter Mfg. Corp.

The agency lost: Custom Farm Seed.

Top execs: Kenneth W. Schmidt, chmn; Timothy J. O'Brien, exec vp-client svcs; Dean C. Johnson, sr vp-admin. Employees: 30.

Phone: (414) 224-0210.

Rank 472

Schroeder Advertising, New York, in 1987 gained: Pandick, Inc.; Pandick Technologies; The Kitchen Co.; Je Suis!; President's Committee on Hiring the Handicapped; N.Y. Office of Highway Safety; Jackson Steel Products. It also gained Pandick Int'l. overseas.

The agency lost: Hotel Ibis.

Top execs: Charles Schroeder, president-creative dir; Greg Crossley, exec art dir; Lyn Machleidra, media dir. The agency did not report number of employees.

Phone: (212) 674-3030.

Rank 506

Scott Associates, Champaign, Ill., in 1987 gained: Kankakee Water Co.

The agency lost: Thor-O-Bred Seed Co.; United Agri-Seeds.

Top exec: Marshall J. Scott, owner-mgr. Employees: 1.

Phone: (217) 352-4491.

Rank 263

Sefton Associates, Grand Rapids, Mich., in 1987 gained: Irving-Cloud Publications; Blodgett Memorial Medical Center.

The agency lost: Eaton Corp.

Top execs: G. William Sefton, chmn; David D. Teater, president; Gary W. Petertyl, Guy E. Greene, exec vps. Employees: 42 in 2 offices.

Phone: (616) 957-0600.

Rank 405

Semel/Kaye & Co., Northbrook, Ill., reported consolidated figures in Section I that included subsidiaries:

·Semel/Kaye Outdoor

·Semel/Kaye PR

In 1987, the agency gained: E-T-A Circuit Breakers; Newly Weds' Foods; National Assn Retail Dealers of America; VCH Intl; Lane Hotels Inc.; General Binding Corp.; Trustel Packings Ltd.

The agency lost: Thermoweb Inc.; Fabrico Inc.; Nagel Pumps; AMD Inc.

Top execs: Richard L. Kaye, president; Charles E. Semel, exec vp; James Leman, dir pr division. Employees: 20.

Phone: (312) 564-8860.

Rank 368

SGM & Co., also known as S. Gunnar Myrbeck & Co., Norwell, Mass., in 1987 gained: Aqua Leisure; Brockton Sole & Plastics; Design Components; Galveston Mfg.

The agency lost: Dental Insurance Service; K&M Associates; STD Mfg.

Top execs: Robert H. Brandt, president, ceo; Aristides Viegas, vice chmn; Betty C. Georgaklis, treas, vp; Joseph W. Nevins, sr vp; Steven D. Valorz, vp-mktg; Thomas R. Rush, vp-opers. Employees: 25.

Phone: (617) 871-2730.

Rank 280

Sharp Hartwig, Seattle, in 1987 gained: Paccar Sales of North America; American Lung Assn; Seattle City Light; John Fluke Mfg.

The agency lost: Western Star Trucks; Puget Sound Accura Dealer Assn.

Top execs: David Sharp, president & ceo; Cynthia Hartwig, exec vp, creative; Bill Fritsch, vp-direct mktg; Ron Christianson, vp-client svcs; Dick Pattison, exec vp, coo. Employees: 50 in 3 offices.

Phone: (206) 282-6242.

Rank 501

Shea & Ziegler, Darien, Conn., founded in mid-1986, during 1987 gained: Farmhill Trading Group; Valhal Inc.; A&B Family Memorials.

The agency did not report accounts lost.

Top exec: Michael S. Ziegler, president. Employees: 1.

Phone: (203) 655-9100.

Rank 451

Sheffer Advertising, South Bend, Ind., in 1987 gained: Krex Inc.; Bivouac Commercial Vehicles; Centurion Corp.

The agency did not report accounts lost.

Top execs: Richard D. Sheffer, ceo; Wayne A. Kramer, president. Employees: 14.

Phone: (219) 233-6970.

Rank 437

Sheldon Fredericks Advertising, New York, did not report accounts gained or lost.

Top execs: Frederick A. Schwartz, president; Sheldon O. Schwartz, exec vp. Employees: 16.

Phone: (212) 867-0110.

Rank 231

Sherwood & Schneider, New York, part of WCRS Group PLC, a London-based holding company, in 1987 gained: DuCair Bioessence; *Consumers Digest Magazine*; Curtain Country; Donlevy's Backroom.

The agency lost: Sunshine, moved to affiliate, DFT&Partners.

Top execs: Marvin Schneider, chmn-ceo; Lew Sherwood, president, creative dir; Brendan Hawk, exec vp, genl mgr; Edward Zurndorfer, sr vp, dir mktg svcs; Marshall Bucci, sr vp, John Ansado, sr vp, assoc creative dir; Murray Smith, Mark Schneider, vps, assoc creative dirs. Employees: 45.

Phone: (212) 627-8100.

Rank 441

Shorey & Associates, Greenville, S.C., in 1987 gained: W.P. Hickman Co.; Superior Machines; BK Industries; WABCO Westinghouse Air Brake.

The agency lost: Communications Properties; Piedmont Municipal Power Agency; Eurosport.

Top execs: Gregory D. Shorey Jr., president & ceo; G. Day Shorey III, exec vp; D. Wayne Cameron, vp, media dir. Employees: 18.

Phone: (803) 242-5407.

Rank 225

Siddall, Matus & Coughter, Richmond, Va., in 1987 gained: iNet Co. of America; Potomac Mills Mail; National Tire Wholesalers; Vie de France Corp.

The agency lost: Keystone Financial; Virginia Div of Tourism; Chesapeake Bay Brewing Co.

Top execs: John N. Siddall, chmn & ceo; Peter J. Coughter Jr., president; Donna Weaver, exec vp, genl mgr. Employees: 48.

Phone: (804) 788-8011.

Rank 327

H. Richard Silver Inc., New York, in 1987 gained: Listeff; Searle; Marksman; Moss Music.

The agency lost: Sami; Jacquet.

Top execs: H. Richard Silver, president; Harvey Dreyer, exec vp; Charles Auerbach, sr vp. Employees: 16.

Phone: (212) 867-6800.

Rank 384

Simms & McIvor, Bound Brook, N.J., in 1987 gained: Merck, Sharpe & Dohme; Johnson & Johnson Hospital Services Co.; McNeil Consumer Products; Bard Home Health Div; General Biscuit Brands; Norwich Eaton; Thomas J. Lipton Co.

The agency lost: Johnson & Johnson Patient Care Div.

Top execs: Patrick J. McIvor, president; Gene E. Hollen, exec vp-acct svcs; Stanley Cohen, vp-dir of prod/acct; Eugene T. McLoughlin, vp-acct super. Employees: 32.

Phone: (201) 560-1410.

Rank 226

Simons Michelson Zieve, Troy, Mich., in 1987 gained: Action Auto; Aronson Furniture Co.; Big Boy National Cooperative Advertising; Cadillac Coffee; Mount Clemens General Hospital; Shifrin Jewelers; Troy Motor Mall.

The agency lost: Fretter Inc.; Lawn Equipment.

Top execs: Morton Zieve, chmn; James A. Michelson, president. Employees: 62.

Phone: (313) 362-4242.

Rank 173

Slater Hanft Martin, New York, in 1987 gained: Quotron Systems; Sony, 'My First Sony'; Richardson-Vicks/Procter & Gamble, Dramamine, Icy Hot.

The agency lost: Dreyfus Corp.

Top execs: Jerry Martin, chmn; Adam Hanft, president, creative dir; Don Slater, exec vp, creative dir; Terry Koch-Bostic, Linda Christian, sr vps-mgmt supers; Saul Cohen, sr vp, dir programming svcs. Employees: 48.

Phone: (212) 674-3100.

Rank 369

Smith, Badofsky & Raffel, Chicago, in 1987 gained: Cellular One; Creative Construction; *Chicago Times*; Alzheimer's Disease & Related Disorders Assn.; Coldwell-Banker.

The agency lost: Reggie Packing Co.; The Great Frame-Up; WMAQ-TV.

Top execs: Robert J. Smith, president; Jack Badofsky, William D. Raffel, exec vp. Employees: 20.

Phone: (312) 642-0500.

Rank 192

Smith Burke & Azzam, Baltimore, reported consolidated figures in Section I that included subsidiaries:

·Big Picture Production

·Charles Street Graphics

·SB&A Direct

In 1987, the agency gained: Aloha Pacific Cruise Lines. The agency lost: *Washington Times*; *Playboy Magazine*, trade; Cort Furniture Rental.

Top execs: Barry L. Smith, president; Graham V. Kirk, exec vp; Roger L. Gray, Jeffrey Millman, sr vps. Employees: 60.

Phone: (301) 727-4306.

Rank 151

J. Richard Smith Ltd., Old Bethpage, N.Y., in 1987 gained: Frankels; Print 360; Vibrance; Altran; Barard; Kogel Giant.

The agency lost: Vitamins for Women; Sportique Motors.

Top execs: Gerald Smith, president; Wayne Gastman, sr vp-creative, production; Michael Smith, sr vp-acct svcs. Employees: 33.

Phone: (516) 293-8700.

Rank 346

Smith, Kaplan, Allen & Reynolds Advertising Agency, Omaha, in 1987 gained: Breadeaux Pisa-Nebraska, Iowa: AK-SAR-BEN; Commercial Federal Savings & Loan.

The agency lost: Bluffs Run.

Top execs: H.W. Smith, president, treas; R.N. Kaplan, exec vp, secty. Employees: 40.

Phone: (402) 330-0110.

Rank 411

Smith & Yehle, Kansas City, Mo., in 1987 gained: Jason Empire; Ericsson Cabling Systems; J.D. Reece Co.; American Trust Administrator; Creative Thinking.

The agency lost: Vista Intl Hotel; Southland Corp.

Top execs: Karl J. Yehle, president; Harold F. Smith, chmn: S. Brad Hirni, sr vp. Employees: 18.

Phone: (816) 842-4900.

Rank 239

Soghigian & Macuga Advertising, Washington, in 1987 gained: Reston Town Center; Sibley Hospital; Kennedy Center; Washington Ballet; D.C. Committee to Promote Washington; Home Recording Rights; Washington Post Writers Guild; Parsons Paper Co.

The agency did not lose any accounts.

Top execs: Harant Soghigian, chmn; Sarah A. Macuga, president; Drew Babb, exec vp; Marty Kramer, president, Philadelphia. Employees:32.

Phone: (202) 337-5151.

Rank 352

Solin Associates Inc. Advertising, New York, in 1987 gained: American Star Lines, Betsy Ross Cruiseship.

The agency did not lose any accounts.

Top execs: Darrol B. Solin, chmn-ceo; Kenneth A. Glaser, exec vp; Mary-Ann Lambert, Ralph Pucci, John Voulgaris, sr vps. Employees: 13.

Phone: (212) 661-9540.

Profiles with a check (✓) indicate an independent CPA or accounting firm has reviewed the gross income reported and signed a statement of verification supplied or approved by Advertising Age. *See story on Page 4.*

Rank 329

Sommer Inc., Englewood, N.J., reported consolidated figures in Section I that included subsidiaries:

·Sommer Public Relations

·Sommer Market Research

In 1987, the agency gained: Matrix Corp.; Software Directions.

The agency lost: None.

Top execs: Bernard Sommer, president; William Brennan, vp. Employees: 17.

Phone: (201) 568-3838.

Rank 459

Spangler/Fischer, Minneapolis, in 1987 gained: Pannekoeken Huis Restaurants; Minnesota Dept of Health-WIC Project; Luggage World.

The agency lost: Luggage World; Institute of Cosmetic Surgery & Hair Transplants; Carroll's Furniture Gallery.

Top execs: Phil Fischer, president-ceo; Dave Distad, vp-finance. Employees: 15.

Phone: (612) 339-0549.

Rank 278

Spencer Bennett Nowak, Seekonk, Mass., reported consolidated figures in Section I that included subsidiaries:

·SBN-Public Relations

·SBN-Marketing

In 1987, the agency gained: John Brown Plastics Machinery; ITT Engineered Valves; Leviton; Balzers Corp.

The agency lost: Datel; Monsanto Plastics; Windmoeller & Hoelscher; Grinnell.

Top execs: Sheldon D. Spencer, chmn; Edward G. Nowak Jr., pres-ceo; Glenn M. Spencer, exec vp; Stephen M. DeCollibus, sr vp. Employees: 38.

Phone: (617) 336-5801.

Rank 218

Franklin Spier Inc., New York, a subsidiary of Omnicom Group, in 1987 gained: Franklin Spier Inc.—Bantam Spectra; Bantam Books For Young Readers; Consumer Reports; Globe Pequot Press; North Point Press. Spier/BBDO—"FENCES"; Circle Repertory Co.

The agency lost: None.

Top execs: Alix Nelson, president & ceo; David Cathers, exec vp, dir-client svcs; Robert Adler, sr vp-finance & admin; Dorsey Gray, sr vp, mgmt super; Robert Grekin, sr vp, dir-print & broadcast production; Philip Cimo, sr vp, exec art dir; Ken Atkatz, Erin McHugh, vps, assoc creative dirs; Lou D'Angelo, vp-copy; Rhonda Hall, vp, acct exec; Phil Mendelson, vp, print production mgr; Helen Strauss, media dir. Spier/BBDO: Tom Wells, president; George Grant, vp, acct mgr, creative super; Lee Tannen, creative dir. Employees: 45.

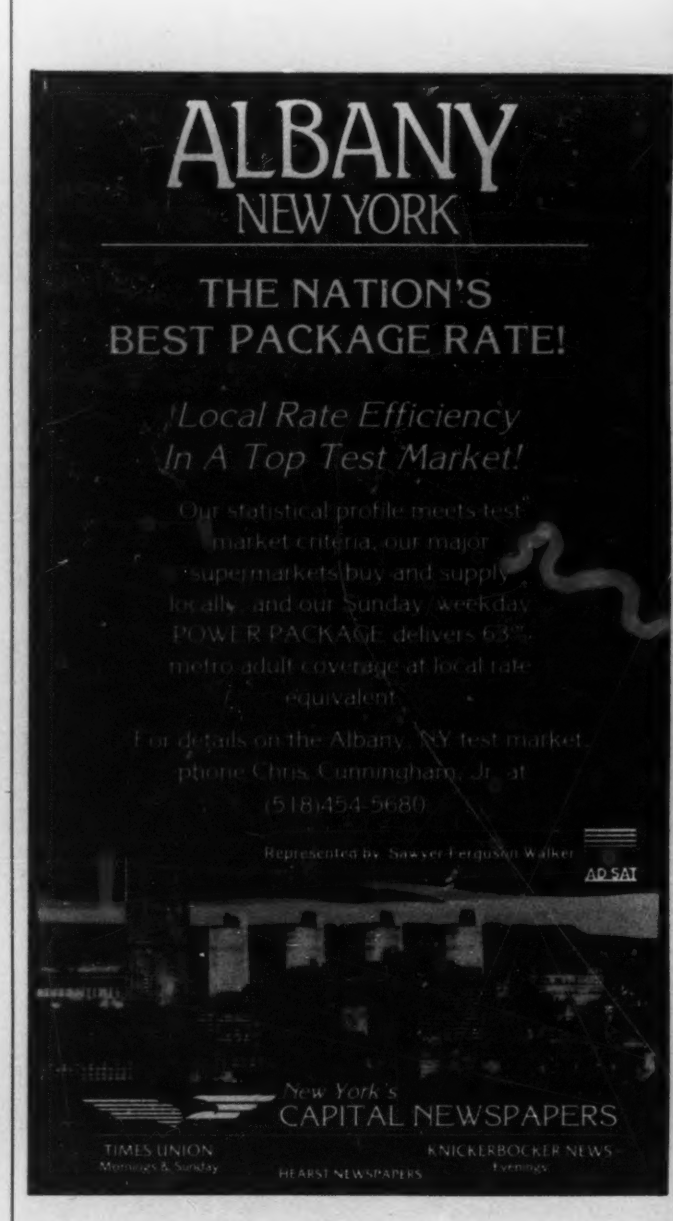
Phone: (212) 679-4441.

Rank 288

Stephan & Brady, Madison, Wis., in 1987 gained: Aunt Nellies Farm Kitchens; Wisconsin Milk Marketing Board; Oscar Mayer, food service, national pr.

The agency lost: Grain Processing Corp.

Top execs: Jack Ragel, pres-ceo; Frank Fueger, exec vp; George Whitely, Katherine Johnson-Becklin, sr vps-acct dirs;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Evenings

U.S. billings by region

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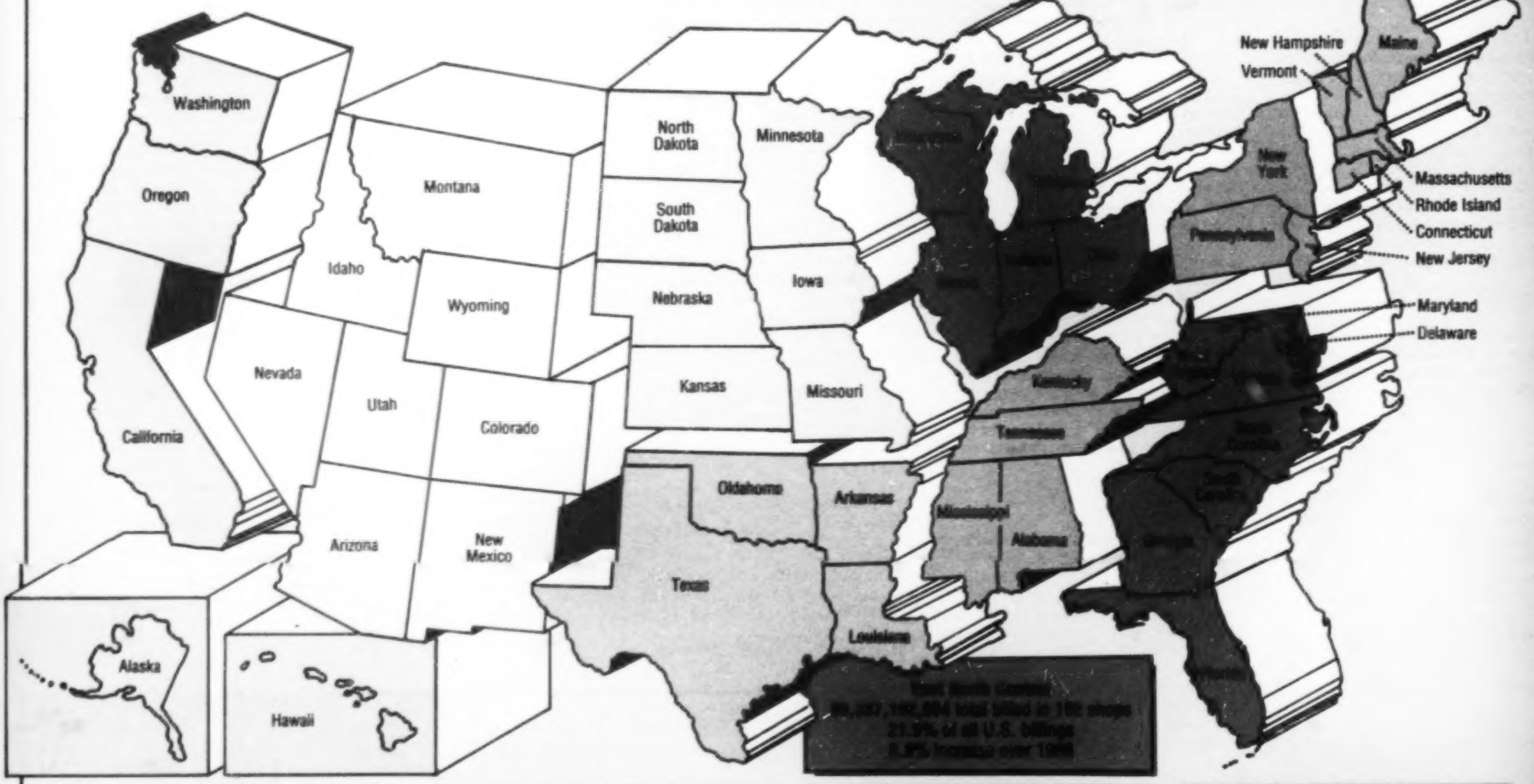
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Alabama
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Kentucky
New York
Pennsylvania
New Hampshire
Vermont
Maine
Massachusetts
Rhode Island
Connecticut
New Jersey
Maryland
Delaware
North Carolina
South Carolina
Georgia
Florida
Alaska
Hawaii

[illegible]
$9,[illegible] total billed in 1[illegible] shops
21.9% of all U.S. billings
[illegible] increase over 1986

Pacific
$4,549,879,724 total billed in 123 shops
10.7% of all U.S. billings
5.6% increase over 1986

West North Central
$1,680,411,925 total billed in 50 shops
3.9% of all U.S. billings
9.5% increase over 1986

Middle Atlantic
$21,[illegible],128 total billed in 243 shops
51.2% of all U.S. billings
7.9% increase over 1986

New England
$1,310,[illegible] total billed in 46 shops
3.1% of all U.S. billings
12.1% increase over 1986

Mountain
$239,880,046 total billed in 21 shops
0.6% of all U.S. billings
9.7% increase over 1986

West South Central
$1,[illegible] total billed in 45 shops
3.7% of all U.S. billings
8.1% increase over 1986

East South Central
$210,875,716 total billed in 12 shops
0.5% of all U.S. billings
7.8% increase over 1986

[illegible]
$1,[illegible] total billed in [illegible] shops
4.[illegible]% of all U.S. billings
7.1% increase over 1986

NOTES: Data from agency reports and Ad Age estimates. See Page 4 for more footnotes. Regions are divided according to the U.S. Bureau of the Census, Department of Labor Statistics. Graphics by Jeffrey Toth.

Top 25 U.S. cities by local shop billings

Rank	City	Local shop billings 1987	1986	% chg	No. of shops 1987	1986	Top shop in city by billings	Local office billings 1987	1986	% chg
1	New York	$19,717	$18,422	7.0	159	155	Saatchi & Saatchi DFS Compton	$1,392	$1,311	6.2
2	Chicago	5,145	4,801	7.2	71	68	Leo Burnett Co.	1,550	1,362	13.8
3	Los Angeles	2,815	2,683	4.9	61	57	Foote, Cone & Belding Communications	259	229	13.1
4	Detroit	2,619	2,358	11.1	31	26	Lintas:Campbell-Ewald	493	465	6.1
5	San Francisco	1,307	1,281	2.0	35	34	Foote, Cone & Belding Communications	221	205	7.8
6	Dallas	898	880	2.0	20	21	Bozell, Jacobs, Kenyon & Eckhardt	245	225	8.9
7	Boston	859	793	8.4	20	20	Hill, Holliday, Connors, Cosmopulos	245	211	15.9
8	Minneapolis	815	718	13.5	17	16	Campbell-Mithun	278	246	13.0
9	Philadelphia	743	648	14.7	29	29	Lewis, Gilman & Kynett	128	122	4.9
10	Cleveland	595	528	12.7	14	14	Nationwide Advertising Service	157	102	54.1
11	Newark, N.J.*	561	458	22.4	20	18	Thomas G. Ferguson Associates	84	69	21.8
12	Atlanta	468	479	(2.3)	27	26	BDA/BBDO	110	83	32.4
13	St. Louis	467	475	(1.7)	11	11	D'Arcy Masius Benton & Bowles	178	196	(9.3)
14	Houston	423	341	24.3	16	15	Ogilvy & Mather	87	76	14.5
15	Connecticut**	366	299	22.5	20	20	Ted Colangelo Associates	67	47	42.0
16	Pittsburgh	292	263	11.2	10	10	HBM/Creamer Inc.	100	97	3.1
17	Baltimore	281	263	6.7	10	10	W.B. Doner & Co.	78	66	17.7
18	Washington	279	240	15.9	11	10	Earle Palmer Brown Cos.	125	105	19.4
19	Kansas City, Mo.	217	177	22.9	8	8	Bernstein-Rein Advertising	79	69	14.3
20	Milwaukee	216	202	7.1	10	10	Bader Rutter & Associates	49	47	5.1
21	Rochester, N.Y.	203	144	40.7	8	6	Rumrill Hoyt	69	60	14.7
22	Seattle	176	147	19.6	8	8	Cole & Weber	64	53	20.8
23	Richmond, Va.	166	178	(6.6)	5	5	Martin Agency	103	131	(21.7)
24	Portland, Ore.	162	131	23.3	8	8	Evans/Kraft	46	42	10.8
25	Raleigh, N.C.	122	110	11.5	2	2	McKinney & Silver	115	103	11.2

NOTES: Dollars are in millions. Data represents billings by more than 800 offices of 500 agencies. * Includes Northeastern New Jersey. **Mostly Southwestern Connecticut. See Page 4 for more footnotes.

Gus Gusek, sr vp-creative dir. Employees: 43.

Phone: (608) 241-4141.

Rank 176

Stern/Monroe Advertising, Dallas, in 1987 gained: Rent-A-Center, Wichita; American Airlines Freight, Dallas.

The agency lost: Trailways Corp.

Top execs: Lawrence N. Stern, president; Jim Hradecky, creative dir; Tom Bolger, media dir; Lee Andrews, mgmt super; Lisa Bell, Barbara Mitchell, acct supers; Barbara Brown, Maureen McHugh, print prod mgrs; Al Mercado, cfo; Chris Kelly, controller; Jan Patterson, business mgr. Employees: 47.

Phone: (214) 871-7171.

Rank 217

Stern Walters Partners, Chicago, was part of the Ted Bates network under the name, Stern Walters/Earle Ludgin, until its management purchased the agency in 1987.

During 1987, the agency gained: American Dental Assn; Little Caesars Chicagoland Restaurants; General Biscuits of America; Hershey Foods; Hiram Walker & Sons; Schulze and Burch Biscuit Co.; Vogel Peterson; W.E. Long.

The agency lost: Samsonite Furniture; Boulevard Bank; Radio Steel Toys; Arby's Chicagoland and Northwest Indiana Restaurants.

Top execs: William Quigley, chmn; Kathleen Harrington, president, ceo, creative dir; William Thomas, vice chmn, dir client svcs; Maryanne Friend, exec vp, coo, acct mgmt; Don Kaminky, exec vp, cfo, media; Warren Menaker, exec vp, dir new prod devel. Employees: 45.

Phone: (312) 642-4990.

Rank 308

Stiegler, Wells & Brunswick, Bethlehem, Pa., in 1987 gained: Balfour, Maclaine; C.F. Martin; Supac Systems.

The agency lost: None.

Top execs: Ernie G. Stiegler, chmn; Daniel C. Wells, president-ceo; Paul E. Brunswick, vp, coo; Ernie R. Stiegler, vp, cao; Glenn R. Ossiander, vp, creative svcs. Employees: 37.

Phone: (215) 866-0611.

Rank 271

Stogel Cos., New York, in 1987 gained: Phonex; Chase Manhattan Bank.

The agency did not lose any accounts.

Top execs: Philip Stogel, president; Will Waldron, exec vp. Employees: 38.

Phone: (212) 302-5500.

Rank 222

Stone, August, Baker Communications Co., Birmingham, Mich., reported consolidated figures in Section I that included subsidiary, Stone, August, Baker Public Relations.

In 1987 it gained: Allnet Communication Services; Federal Broadcasting; Mendelli Inc.; Murray's Discount Auto Stores; Olivers Pizza; Comprehensive Health Services; Havenwyck Hospital; Chateau Estates; Visiting Nurses Corp.

The agency lost: Weight Watchers Resorts & Spas; Walboro Corp.; Vixen Motor Co.

Top execs: Ronald Stone, chmn; James August, president-Stone, August & Co.; William Ford, exec vp-dir creative svcs; Pat Pearce-Martin, vp-media dir; R.J. Baker, president-R.J. Baker & Co.; Fred Hooper, vp-creative dir; Gil Testa, Bill Muir, vp-acct supers. Employees: 48.

Phone: (313) 646-9200.

Rank 188

Stone & Simons Advertising, Southfield, Mich., in 1987 gained: Supreme au Creme Brand; Thomas J. Lipton Foodservice Canada; Shedd's Country Crock cheeses. No lost accounts reported.

Top execs: Charles Stone, president; Sarah Martin, treas; Christopher Gaffield, Robert Sorock, exec vps-acct svcs; Paul Stevens, exec vp-creative svcs. The agency did not report number of employees.

Phone: (313) 358-4800.

Rank 380

Storey Berman & Freer Advertising, Chicago, in 1987 gained: Tenex Corp.; Inacomp Computer Centers of Illinois; Lattice Inc.

The agency lost: Stein Roe & Farnham.

Top execs: Jane C. Storey, Robert A. Berman, William B. Freer, dirs. Employees: 17.

Phone: (312) 280-8900.

Rank 248

Sutton Communications, New York, reported consolidated figures in Section I that included subsidiary, Infocus.

In 1987, the agency gained: Dupont Critical Care; Life Technologies; Technicon Data Systems; Abbott Diagnostics; Friends of National Library of Medicine.

The agency lost: Becton Dickinson, infusion pumps.

Top execs: Glenn DeSimone, president; Norton Bramesco, exec vp; Steve Spittel, sr vp; Stan Dornfest, Kinton Hall, Nick Manganiello, Rich Norman, vps; Roy Weidemann, genl mgr, Infocus; Ed Rady, vp, Infocus. Employees: 43.

Phone: (212) 682-7090.

Rank 429

Symon & Hilliard, New York, in 1987 gained: Martinair.

The agency lost: None.

Top execs: James Symon, chmn; Tony Hilliard, vice chmn. Employees: 9.

Phone: (212) 505-0688.

Rank 161

Taylor Brown & Barnhill, Houston, in 1987 gained: Conoco Inc.; Chevron Chemical; Westin Hotels of Texas; University Savings; Hi-Lo Auto Supply.

The agency lost: Charter Hospital.

Top execs: Larry Taylor, chmn; Don Brown, president; Steve Barnhill, vice chmn; Patsy Perrault, Dick Smith, exec vps. Employees: 61.

Phone: (713) 877-1220.

Rank 378

TCI Advertising, Stamford, Conn., in 1987 gained: Data Switch.

The agency lost: EnMasse Computer Corp.; Dynaforce Corp.

Top execs: Michael F. Murphy, president; William P. Kennedy, exec vp-creative dir; John E. Willimott, vp. Employees: 20.

Phone: (203) 327-9900.

Rank 330

G. Temple Associates, Southfield, Mich., reported consolidated figures in Section I that included subsidiary, Wide Angle Production.

In 1987, the agency gained: Mazak; Gleason; Acu-Rite.

The agency lost: Cross Co.

Top execs: Gerald L. Temple, president; Eric C. Doherty, treas. Employees: 16.

Phone: (313) 353-9750.

Rank 386

Tepe, Hensler & Westerkamp, Cincinnati, in 1987 gained: Internet; Klosterman Baking Co.; Cincinnati Art Museum.

The agency lost: None.

Top execs: John Tepe, president; George Hensler III, Tom Westerkamp, vps. Employees: 19.

Phone: (613) 241-0100.

Rank 312

Townsend Agency, Rosemont, Ill., in 1987 did not report accounts gained or lost.

Top execs: Gary G. Tillery, chmn; Philip S. Walkenshaw, president-ceo; David W. Ives, vp, genl mgr. Employees: 30.

Phone: (312) 318-9010.

Rank 433

Tri-State Advertising, Warsaw, Ind., in 1987 gained: Precision Motion Controls Components/NSK Precision Products Div.; Laminated Veneer Lumber; Tecton Laminates Corp.; Feed/Grain Design Builders/Wilson Design Builders.

The agency lost: None.

Top execs: William L. Kreicker, president; E. Tweed Robinson, sr vp. Employees: 16.

Phone: (219) 267-5178.

Rank 185

Tycer Fultz Bellack, Palo Alto, Calif., in 1987 gained: Keytronic, Inmax, John Fluke, Viasoft, Visual Software.

The agency lost: Monolithic Memories; DEST; Maxim; Emerald Technology; Microphonics Technology.

Top execs: Robert D. Fultz, president (TFB); Daniel W. Bellack, coo (TFB); Peter C. Horan, president (TFB/D). Employees: 57.

Phone: (415) 856-1600.

Rank 345

Umphenour Martin Lonsdorf, Atlanta, in 1987 gained: Life Insurance Co. of Georgia.

The agency lost: None.

Top execs: Russell V. Umphenour Jr., chmn; Margaret Ann Martin, vice chmn; Joseph C. Lonsdorf, president. Employees: 21.

Phone: (404) 881-8080.

Rank 251

Van Brunt & Co. Advertising-Marketing, New York, reported consolidated figures in Section I that included subsidiaries:

- Van Brunt/Mahta
- Van Brunt/Schaeffer

In 1987, the agency gained: Arrow Electronics; Conde Nast, Street & Smith Sports Group; Crain Communications Inc., ADVERTISING AGE; Caramba Restaurants; Barbados Board of Tourism; Elegant Resorts of Barbados/Hotels.

The agency lost: Hearst Publications, *Sports Afield*; Polimeni Enterprises; Rigoletto Sportswear; Sarne, handbags; Moroci, apparel.

Top execs: Edwin Van Brunt, chmn; Albert Van Brunt, president; Arlene Jaffe, exec vp-creative dir; Stephan Bassett, exec vp-business operations; Thomas Breckenridge, media dir; William D. Buckley, dir-bdctg; Burton Zelner, sr vp-acct grp super. Employees: 38.

Phone: (212) 949-1300.

Rank 182

VanSant, Dugdale & Co., Baltimore, Md., in 1987 gained: American Bank Stationery; Baltimore Orioles; Legg Mason Wood Walker Inc.; Mercy Medical System; Pennsylvania Blue Shield; Provident Bank of Maryland; Student Loan Marketing Assn.

The agency lost: Boeing Vertol; Hersheypark; Maryland Port Administration; Pace Inc.

Top execs: Kenneth E. Mayhorne, president; Robert G. Duke, exec vp; Glen M. Bentley, sr vp-creative dir; E. Patrick McDonough, sr vp-fin & admin; J. Stanley Paulus, sr vp-exec creative dir; Sheldon T. Taule, sr vp-media dir; C. Barry Truax, sr vp-acct super; James R. Williams, sr vp-strategic mktg. Employees: 58.

Phone: (301) 539-5400.

Rank 172

Vickers & Benson/FKQ, Buffalo, reported consolidated figures in Section I that included subsidiaries:

- Photo Pro's
- Direct Response Marketing
- Public Relations

The agency's consolidated figures did not included subsidiary, ASAP Delivery.

In 1987, the agency gained: Merchants Mutual Insurance.

The agency lost: Marvel Comics Group; Artpark; Good Neighbor Chevy Dealers; Crystal Beach Park; Independent Health.

Top execs: Robert O. Faller, chmn; Reginald V. Williams III, president; Raymond D. Owczarzak, Lawrence Spada, Christye Peterson, James Titus, Walter Frazier, exec vps. Employees: 97 in 5 offices.

Phone: (716) 688-1177.

Rank 360

John Volk Co., Chicago, in 1987 gained: Nitragin Co.; Sandoz Crop Protection; DeKalb-Pfizer Genetics; Spraying Systems; Synbiotics.

The agency lost: Heartland Lysine.

Top execs: John Volk, president; Mary Kowalczyk, vp, pr; John Larkin, Robert Wetmore, vp, group super; Margaret O'Brien, vp, business mgr; Tom Wright, vp, creative dir; Eleanor Noble, media dir. Employees: 29.

Phone: (312) 787-7117.

Rank 293

Waldbillig & Besteman, Madison, in 1987 gained: First Financial Savings; Innovision; Madison Kipp Products; Madison Pharmacy Associates; Moseleys Inc.; Slender Center; Wisconsin div of Health & Social Services.

The agency lost: Gilson Medical Electronics; Jung Seed Co.; Persoft Inc.

Top execs: William Waldbillig, president; Robert Besteman, creative dir; Mike Knapstein, dir-client svcs. Employees: 35.

Phone: (608) 238-4767.

Farewell, Ricotta & Kline

Messrs. Ricotta and Kline, who left Wunderman, Ricotta & Kline before the DM agency joined Y&R in 1973, were dropped from the masthead in 1987, when it became Wunderman Worldwide.

Rank 320

Wardrop Murtaugh Temple, Chicago, in 1987 gained: Bresler's Ice Cream; Symons Corp.

The agency lost: Handy Andy.

Top execs: John C. Wardrop, president; Philip R. Murtaugh, sr vp; John Temple, vp; Robert J. Milhizer, vp, treasurer. Employees: 22.

Phone: (312) 750-9200.

Rank 221

Warner, Bicking & Fenwick, New York, in 1987 gained: Polly-O Cheese, Kraft/Polio Corp.; Vendor Liaison Div, AT&T; Thomas Online, Thomas Publishing; Hydrotech Pool Equiment & Chemicals; Sundial Beach & Tennis Club.

The agency lost: Protocol Message Management.

Top execs: Jack Warner, chmn; Andrew Morris, president; John Bicking, treas; Ron Plummer, president-Plummer Group div; Michael Buri, vp-acct svc; Nancy Foster, vp-creative dir. Employees: 29.

Phone: (212) 759-7900.

Rank 215

Warren/Kremer Advertising, New York, in 1987 gained: B.W.I.A. Airlines; Curacao Tourist Board; Marriott, Princeton; J.C. Penney Travel Services; Petrossian Restaurant.

The agency lost: Inter-Continental Hotel, San Diego; Inter-Continental Hotel, Hilton Head.

Top execs: Peter Warren, president; John H. Pollok, exec vp; Philip Growick, sr vp; Jane Nielsen, Ira Goldberg, vps. Employees: 52.

Phone: (212) 686-2914.

Rank 358

Weiser Group, Chicago, in 1987 gained: Charter National Life; Clover Financial; Elders Futures; Fortress Security Systems; Philadelphia Stock Exchange.

The agency lost: Chicago Mercantile Exchange; PC Quote.

Top execs: Michael L. Weiser, chmn; Raymond D. Minkus, president. Employees: 20 in 2 offices.

Phone: (312) 368-1500.

Rank 232

Welch, Currier, Curry, Anderson, Boston, reported consolidated figures in Section I that included its public relations subsidiary.

In 1987, the agency gained: Addison-Wesley; Welch Foods; MasterDrug; Biltrite; Howland Place; Davox.

The agency lost: International Career Consultants; Markem Corp.

Top execs: William Anderson, president; Ray Welch, chmn, creative dir; Geoff Currier, Bob Curry, vice chmns, creative dirs; Tom Woodard, sr vp, dir acct svc. Employees: 45.

Phone: (617) 267-2670.

Rank 379

Wendt Advertising, Great Falls, Mont., reported consolidated figures in Section I that included subsidiary, INTERcom.

In 1987, the agency gained: Montana Power Co.; First Interstate Bank of Casper; Big Sky Country GMC Dealers; The Big Mountain.

The agency lost: Pentron Products; Koolfire West; Kim Hotstart.

Top execs: Stanley F. Meyer, chmn-dir; Mary W. Tietjen, president-dir; Robert L. Lindborg, sr vp-dir; Anne M. Tucker vp/Spokane mgr-dir. Employees: 30.

Phone: (406) 452-8581.

Rank 457

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Brand name agency rank 1987	1986	Agency	Agency group	U.S. brand billings 1987	1986	% chg	Parent agency 1987
1	2	Saatchi & Saatchi Advertising	Saatchi & Saatchi PLC	1,679.0	1,448.1	15.9	2,187.0
2	3	Leo Burnett Co.		1,550.0	1,361.6	13.8	1,550.0
3	1	J. Walter Thompson Co.	WPP Group PLC	1,544.3	1,536.4	0.5	1,620.8
4	5	Foote, Cone & Belding		1,369.7	1,215.0	12.7	1,628.6
5	4	DDB Needham Worldwide	Omnicom Group	1,245.1	1,230.5	1.2	1,726.6
6	7	Young & Rubicam		1,227.3	1,073.4	14.3	2,573.0
7	8	Grey Advertising		1,164.3	1,072.0	8.6	1,455.4
8	11	Lintas:Worldwide	Interpublic Group of Cos.	1,107.9	1,004.8	10.3	1,107.9
9	13	BBDO Worldwide	Omnicom Group	1,107.8	985.2	12.4	2,244.7
10	6	Ogilvy & Mather Worldwide	Ogilvy Group	1,098.2	1,081.0	1.6	1,745.2
11	12	D'Arcy Masius Benton & Bowles		1,033.1	998.0	3.5	1,332.3
12	10	Bozell, Jacobs, Kenyon & Eckhardt		1,023.5	1,005.0	1.8	1,150.0
13	14	McCann-Erickson	Interpublic Group of Cos.	1,023.4	937.3	9.2	1,078.0
14	9	Backer Spielvogel Bates	Saatchi & Saatchi PLC	983.6	1,034.8	(4.9)	1,069.0
15	15	NW Ayer		859.3	854.0	0.6	878.0
16	16	Wells, Rich, Greene		639.0	544.6	17.3	765.0
17	18	Campbell-Mithun	Saatchi & Saatchi PLC	393.3	353.6	11.2	425.8
18	22	Ketchum Communications		384.4	304.8	26.1	610.0
19	21	Chiat/Day		350.0	314.1	11.4	350.0
20	26	Ross Roy Inc.		346.0	293.2	18.0	475.3
21	25	Ally & Gargano	Marketing Corp. of America	316.7	296.1	7.0	316.7
22	17	William Esty Co.	Saatchi & Saatchi PLC	315.0	510.0	(38.2)	315.0
23	20	AC&R/DHB&Bess	Saatchi & Saatchi PLC	313.2	321.2	(2.5)	313.2
24	24	Tracy-Locke	Omnicom Group (BBDO)	309.5	298.8	3.6	326.0
25	38	McCaffrey & McCall	Saatchi & Saatchi PLC	308.9	203.7	51.6	308.9
26	19	Lowe Marschalk	Interpublic Group of Cos.	304.2	326.9	(6.9)	304.2
27	27	Laurence, Charles, Free & Lawson	Lowe Howard-Spink & Bell PLC	302.0	287.0	5.2	302.0
28	33	Della Femina, Travisano & Partners	WCRS/Belier	283.6	212.9	33.2	283.6
29	30	Jordan, McGrath, Case & Taylor		280.0	240.0	16.7	280.0
30	28	Scali, McCabe, Sloves	Ogilvy Group	261.7	269.2	(2.8)	506.8
31	32	Wunderman Worldwide	Young & Rubicam	260.0	224.5	15.8	260.0
32	36	W.B. Doner & Co.		247.2	210.1	17.7	247.2
33	35	Hill, Holliday, Connors, Cosmopulos		245.0	211.4	15.9	245.0
34	31	Tatham-Laird & Kudner		241.8	238.5	1.4	241.8
35	29	HBM/Creamer	WCRS/Belier	234.0	267.0	(12.4)	272.0
36	37	Ogilvy & Mather Direct Response	Ogilvy Group	222.0	205.0	8.3	260.0
37	34	Lord, Geller, Federico, Einstein	WPP Group PLC	221.3	212.2	4.3	221.3
38	47	Earle Palmer Brown Cos.		221.1	125.9	75.6	248.2
39	39	Admarketing		201.0	184.0	9.2	201.0
40	49	Hal Riney & Partners		200.0	125.0	60.0	200.0
41	23	HDM		199.4	298.8	(33.3)	205.9
42	48	Levine, Huntley, Schmidt & Beaver		181.8	125.2	45.2	181.8
43	40	Bloom Cos.		181.5	177.5	2.3	181.5
44	45	Bernard Hodes	Omnicom Group	180.3	138.7	30.0	180.3
45	41	Ammirati & Puris		170.0	150.0	13.3	170.0
46	44	Griffin Bacal		160.4	142.3	12.7	160.4
47	50	Nationwide Advertising Service		157.2	102.0	54.1	157.2
48	42	Evans Communications		152.0	145.0	4.8	152.0
49	46	Direct Marketing Group		149.8	138.7	8.0	149.8
50	43	Doremus & Co.	BBDO	146.2	143.9	1.6	297.4

NOTES: Dollars are in millions. 1986 figures are historical.

Composition of brand name agencies

Agency	Included	Excluded
N W Ayer	N W Ayer named shops, Ayer Pacific	Direct Marketing Agency
Backer Spielvogel Bates Worldwide	BSB named shops	AC&R/DHB&Bess, Campbell-Mithun, Kobs & Brady
BBDO Worldwide	BBDO Chicago, BBDO Inc., BBDO Minneapolis, BBDO/West, BDA/BBDO	Baxter Gurian & Mazzei, Blair Advertising, Caravetta Allen Kimbrough, Cargill, Wilson & Acree/Tracy-Locke, Doremus & Co., Frank J. Corbett Inc., Franklin Spier Inc., Ingalls, Quinn & Johnson, Lavey/Wolff/Swift, MARCOA DR Group, RC Communications, Waring & LaRosa
Bozell, Jacobs, Kenyon & Eckhardt	BJK&E named shops	Custom Production Services, Robinson, Lake, Lerer & Montgomery
Earle Palmer Brown Cos.	EPB named shops	EPB Public Relations, MarketSearch
Campbell-Mithun	C-E named shops	Cash Plus Inc., Promotion Works Inc.
D'Arcy Masius Benton & Bowles	DMB&B named shops	Manning Selvage & Lee, Medicus Consumer Communications, Medicus Intercon, Ted Colangelo Associates, Science & Medicine
DDB Needham Worldwide	DDB Needham named shops	Bernard Hodes Advertising Group, Fletcher/Mayo/Associates, Kallir, Philips, Ross, Kresser Craig/D.I.K., Milici Valenti Park & Gabriel, Rapp & Collins USA
Doremus & Co.	Doremus & Co. named shops	Doremus Porter Novelli
Foote Cone & Belding	FCB named shops	Albert Frank-Guenther Law, Lewis, Gilman & Kynett, Vicom
Grey Advertising	Grey named shops	Beaumont-Bennett, Grey Communications Inc., LBS Communications, Grey Direct
HBM/Creamer	HBM/Creamer named shops	HBM Direct, Heller Breene Inc (WCRS Group Co.)
HDM	HDM named shops	HDM Direct
Jordan, McGrath, Case & Taylor	JMC&T named shops	C.L. Stawasz
Ketchum Advertising	Ketchum named shop	Ketchum Direct, Ketchum Public Relations, Ketchum Yellow Pages
McCann-Erickson Worldwide	M-E named shops, McCann Healthcare	McCann Direct
Ogilvy & Mather Direct Response	O & M Direct Response, O & M Yellow Pages	A. Eicoff & Co., Targeted Communications Corp.
Ogilvy & Mather Worldwide	O & M named shops	Direct Response, O & M Promotions, O & M Public Relations Group, Graphic Services, Speech Dynamics, Rolf Werner Rosenthal
Ross Roy Group	Ross Roy named shops	Calet Hirsch & Spector, Gray & Kilgore, Griswold Inc.
Saatchi & Saatchi Advertising	S&S DFS, S&S DFS Compton	Cochrane Chase, Klemtner, McCaffrey & McCall, Rumrill-Hoyt
Scali, McCabe, Sloves	SMS named shops	Fallon McElligott, Martin Agency
Tracy-Locke	T-L named shops	Geographic Marketing, Tracy-Locke Promotions
J. Walter Thompson Co.	JWT named shops	Brouillard Communications
Wells, Rich, Greene	WRG named shops	Gardner Advertising
Young & Rubicam	Y&R named shops	Burson-Marsteller, Cato Johnson/Y&R, Chapman/Stone & Adler, Creswell, Munsell, Fultz & Zirbel, HDM (1/3 of billings), Hutchins/Y&R, Siva Associates, Sudler & Hennessey, Wunderman Worldwide

'Brands' explained

Saatchi & Saatchi Advertising broke the tape just ahead of Leo Burnett Co. and J. Walter Thompson Co. in the race to the top of the 1987 "brand" chart

Burnett's finish gave the agency its third silver medal in the "brand" competition while a poor year for JWT put an end to its two-year reign as "brand" champ.

Saatchi's jump from 14th to 1st in the "brand" list came from the merging of DFS Dorland Worldwide with Saatchi & Saatchi Compton. With the merger, core billings for Saatchi were up almost 14%. Burnett's finish resulted from sheer growth in U.S. billings, up 12%. Burnett edged out JWT by $6 million in core agency billings.

The Advertising Age "brand" chart was created three years ago to rank agencies by pure advertising billings. As listed, these agencies are stripped of subsidiaries that have their own identity and/or deal in specialties such as PR, direct response, Yellow Pages, medical or sales promotion.

In this era of mergers, such simplification helps advertisers examine the octopus-like agencies whose arms continue to grab at new shops and subsidiaries.

The Saatchi merger was not the only consolidation that had an effect on the 1987 "brand" listing. In all, nine agencies were added to this year's list that had previously fallen short of the billings threshold. These additions came as a result of newly bolstered billings figures for merged agencies and elimination of agencies that were swallowed by bigger shops.

In compiling the agency core list, all subsidiaries of a "brand" name agency were excluded from "brand" totals, but branch offices, most of which bear the name of "brand" parent, were included. This can be controversial, because a number of the larger shops, particularly BBDO Worldwide, DDB Needham, Foote, Cone & Belding and Young & Rubicam, are now seeking to become "seamless," though in the case of some subsidiaries, they maintain separate identities.

Ad Age editors pared the shops based on their reporting of figures for subsidiaries. Where such information was not provided or incomplete, agencies were asked to provide the information. When estimates could not be obtained from the shops, they were assigned to the various components by AA editors.

In streamlining agencies by breaking down the consolidated, a number of "seamless" agencies emerged. The unbundling of Saatchi & Saatchi's components that gave it an overall ranking of No. 2 in this issue, included billings for Cochrane Chase, Klemtner, McCaffrey & McCall, Rumrill-Hoyt, leaving Saatchi & Saaatchi DFS units as the core.

Burnett, No. 10 among consolidated agencies, was free of subsidiary contributions. Burnett is the largest U.S. agency in billings under a single roof.

JWT fell from No. 1 to No. 3 in the brand list and from No. 4 to No. 7 in consolidated rankings. Management upheaval plagued JWT all year as lost accounts dropped U.S. billings 6.4%.

Much of the movement among this year's brands occurred at the bottom third of the chart. Newcomers Earle Palmer Brown Cos., Hal Riney & Partners, HDM, Levine, Huntley, Schmidt & Beaver, Doremus & Co., Nationwide Advertising Service and Direct Marketing Group were scattered at the back of the pack.

Two other first-timers made even stronger showings. Backer Spielvogel Bates, a marriage of Backer & Spielvogel and Ted Bates Advertising, finished No. 14 in the brand chart and No. 3 among consolidated agencies. Last year, Backer & Spielvogel and Ted Bates Advertising finished No. 19 and No. 15, respectively. Newly formed AC&R/DHB&Bess came in at No. 23, while among consolidated agencies it ranked No. 35.

Such a listing of core shops has the most impact on subsidiary-packed agencies like Young & Rubicam. The No. 1 U.S. agency on a consolidated basis, drops to No. 6 among "brand" agencies.

—Kristine E. Silven

1987 gained: Adhesive Research; City Systems; Lebanon Foundry & Machine; Lebanon Redevelopment Authority; Peoples First Natl Bank.

The agency lost: Cornwall Manor; Ephrata Diamond Spring Water Co.

Top execs: Robert F. Good, president; Ann S. White, exec vp; Jeffrey Miller, Benjamin Neideigh, vp, co-creative dirs; Wanda Martin, vp, business mgr. Employees: 13.

Phone: (717) 274-8301.

Rank 149

Edwin Bird Wilson, New York, in 1987 gained: Adco Corp.; Riverbank Realty Corp.; HBO Video Corp., film distribution; M. Fabrikant & Sons.

The agency lost: J. Paton & Co.; Hamilton Watch Co..

Top execs: Delano W. Ladd, chmn; Hubert J. Donlon, vice chmn; Larry Adler, Laurence Boschetto, Howard Gelman, Bruce Wager, John H. Lambert, Rajendra Dayal, Richard Lapkin, sr vps; Richard W. Stevenson, exec vp; A. Michael Finn, sr vp-president EBW PR. Employees: 72.

Phone: (212) 684-5220.

Rank 190

Winius-Brandon Advertising, Bellaire, Texas, in 1987 gained: Randall's Food Market.

The agency lost: None.

Top execs: Arthur Casper, chmn, president; Ed Kennard, vice chmn, creative dir; Harold Green, vice chmn; Steve Haber, exec vp; Heidi Askew, vp, media dir; Roger Beckstead, vp, cfo. Employees: 43.

Phone: (713) 666-1765.

Rank 372

Winterkorn Lillis, Rochester, N.Y., in 1987 gained: Oncor; Baxter Clinical Assays; Ocean Scientific.

The agency lost: Baxter-Paramax Div.

Top execs: William Lillis, president; Wendy Nelson, Bob Flenthe, Charlie Myers, vps-creative; Terry McArdle, vp-pr; Paul Hoffman, vp-accts. Employees: 29

Phone: (716) 454-1010.

Rank 431

Don Wise & Co., New York, in 1987 gained: Dyeables; Crossings; Merona.

The agency lost: John Henry Shirts.

Top exec: Donald Wise, president, creative dir. Employees: 10.

Phone: (212) 371-3333.

Rank 201

Wolf Blumberg Krody, Cincinnati, did not report accounts gained or lost in 1987.

Top execs: Dale Wolf, president-ceo; James J. Lewis, exec vp-cfo; Richard Blumberg, genl mgr-agency; Barron Krody, genl mgr-studio; Ron Harley, genl mgr-publications; Joe Obermeyer, sr vp. Employees: 66.

Phone: (513) 751-0258.

Rank 430

Wolkcas Advertising, Albany, N.Y., in 1987 gained: Northeast Acura; Saratoga Honda; Super Shop 'N Save; WGY/WGFM; National Baseball Hall of Fame; Duross Design.

The agency lost: Capital Cablevision, Schatz Stationery Store; Your Office; Pearl Grant Richmond, Baretti.

Top execs: Stewart Sacklow, president; Harriette Sacklow, vp. Employees: 13.

Phone: (518) 869-4846.

Rank 342

Peter Wong & Associates, Richmond, Va., did not report accounts gained or lost.

Top execs: Peter Wong, president; Jennifer Wong, corp treas; Richard Wong, vp-acct mgmt & mktg svcs; Debra Angstadt, vp-plng & admin. Employees: 23.

Phone: (804) 648-1900.

Rank 408

Wooding & Housley, Providence, R.I., in 1987 gained: Dennison Mfg; Exercycle Corp.; Norton Co., High Performance Ceramics Div.; Sport Graphics; Standard Gage Co.; Trimont Chemical Corp.

The agency lost: Bill Rodgers & Co.; Truntec Shoes.

Top execs: Benjamin Wooding, president; John Housley, vp, CD; Dian DiLeo, vp, AS. Employees: 20.

Phone: (401) 272-9494.

Rank 306

Wray/Ward Advertising, Charlotte, N.C., in 1987 gained: Stanton Corp; Thurston Motor Lines.

The agency lost: Duke Power Co.

Top execs: Charles W. Wray Jr., president, treas; Robert L. Ward, exec vp, sec; Sylvia J. Cope, sr vp. Employees: 23.

Phone: (704) 332-9071.

Rank 328

Wyble Advertising, Millville, N.J., reported consolidated figures in Section I that included subsidiaries:

·Surveys-by-Mail

·Prodigy

The agency did not report accounts gained or lost in 1987.

Top exec: Henry Wyble, president. Employees: 22.

Phone: (609) 825-3403.

Rank 266

Yaffe & Co., Southfield, Mich. in 1987 gained: R&S Strauss Assn.

The agency lost no accounts.

Top execs: Frederick Yaffe, chmn-ceo; Michael Morin, sr vp-acct svc. Employees: 41.

Phone: (313) 552-7800.

Rank 162

Yellow Pages Marketing Services, Mequon, Wis., reported figures in Section I that did not include subsidiary, Creative Media. Figures included other offices located in Milwaukee, Hackensack, Los Angeles, San Francisco, Chicago, Kansas City, Mo., Minneapolis, Houston and Cleveland.

In 1987, the agency did not report accounts gained or lost.

Top execs: Richard C. Miller, president; Robert B. Kennedy, sr vp, genl sales mgr; James F. Ponce, sr vp; Rudy N. Magnolia, district vp-western region; David J. Madison, district vp-eastern region; George R. Boehm, Marilyn G. Young, vps; Mark O. Brown, vp-corp consulting svcs; Cynthia M. Dzikowski, vp-acct svcs; Helen B. Harper, vp-operations; Ann J. Kosack, vp, branch mgr; Kathleen L. Smith, vp-public info center; Richard M. Tuchalski, vp, controller; Donald A. Zimmel, vp, office mgr.

Employees: 123 in 9 offices.

Phone: (414) 241-8600.

Rank 281

Young & Roehr, Portland, Ore., in 1987 gained: Good Health Medicare; Karseal; TEK-DAG/CAE.

The agency lost: Intel; Willamette.

Top execs: Jeremy H. Young, president; Frank O. Roehr, treas. Employees: 36.

Phone: (503) 297-4501.

Rank 220

Zechman & Associates, Chicago, in 1987 gained: Gold Bond Ice Cream; Paterno Imports; Wabash Valley Broadcasting; WBBM-TV Chicago; American Cancer Society, Illinois Chapter.

The agency lost: Dove Intl; WTPI Radio, Indianapolis.

Top execs: Jan E. Zechman, president; Philip D. Davis, sr vp-client svcs; Jackie Morgan, sr vp-media; Richard Lemmon, vp-exec art dir; Richard Bach, dir-mktg & rsch. Employees: 30.

Phone: (312) 346-0551.

Rank 404

Zubi Advertising Services, Miami, in 1987 gained: Norwegian Caribbean Cruise Lines; Arvide/JMB Partners; Southeast Banks, N.A.

The agency lost: None.

Top execs: Teresa Zubizarreta, president. Employees: 17.

Phone: (305) 381-9222.

Rank 332

Zylke & Associates, Northbrook, Ill., in 1987 gained: Autotype; Alnor Instrument; Eagle Iron Works; Ircon; Mayville Engineering; National Castings; Novacor Chemicals; Nippon Electric Glass; Pfanstiehl.

The agency lost: Economy Engineering.

Top execs: Ralph B. Zylke, president; Charles H. Puls, exec vp. Employees: 27.

Phone: (312) 498-9300.

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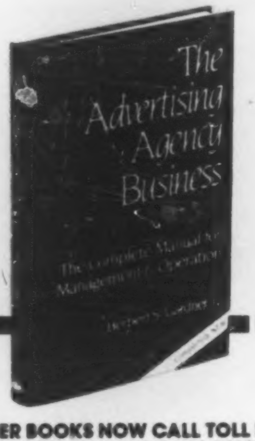
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Saatchi widens group lead

Top six agency mega groups by worldwide gross income

Rank	Group	Worldwide gross income 1987	1986	% chg	U.S. gross income 1987	1986	%chg	Worldwide billings 1987	1986	U.S. billings 1987	1986
1	Saatchi & Saatchi PLC*	1,684.6	1,473.2	14.3	822.5	802.7	2.5	11,357.0	10,024.9	5,623.6	5,574.1
2	Interpublic Group of Cos.	992.9	822.4	20.7	390.2	373.5	4.5	6,622.7	5,552.0	2,603.0	2,491.1
3	Omnicom Group	895.5	820.1	9.2	549.4	557.4	(1.4)	6,267.6	5,816.5	3,882.2	3,834.2
4	WPP Group PLC	892.5	NA	NA	491.5	NA	NA	5,952.9	NA	3,278.5	NA
5	Ogilvy Group	723.9	548.7	31.9	365.9	319.3	14.6	5,041.2	3,802.4	2,482.1	2,129.5
6	WCRS/Belier*	230.2	184.0	25.1	92.9	79.1	17.4	1,633.7	1,260.0	674.1	538.1

NOTES: Dollars are in millions. Figures for 1986 are reported on a historical basis, except those for cos. marked with an *, which are estimated on a historical basis. See Page 4 for more footnotes.

The mega agency leaders in 1987 had a decidedly British flavor as acquisitions elevated WPP Group PLC and WCRS/Belier, both London-based, to the select group that once again was paced by Saatchi & Saatchi PLC in worldwide gross income.

The order of finish was virtually a re-run from 1986 but within the groups themselves hardly one exited 1987 with the organizational structure that it began the year with.

Acquisitions were major forces behind restructuring. They opened the door for this year's two new British entities. WPP bought last year's No. 4, JWT Group, and WCRS acquired Ball Partnership and 49% of Groupe Belier.

Saatchi & Saatchi cooled its acquisition heels on the agency side of its business but reshaped itself from top to bottom as it folded U.S. acquisitions made in 1986 into its organization. It merged Ted Bates Worldwide into Backer & Spielvogel to form Backer Spielvogel Bates. DFS Dorland Worldwide was merged into Saatchi & Saatchi Compton Inc. to form Saatchi & Saatchi Advertising Worldwide.

The only Saatchi agencies outside either of these two monoliths are William Esty Co. and Conill Advertising, both New York based. Esty, in particular, was kept out so Saatchi could retain two car accounts—Jeep/Eagle with Esty and Toyota at Saatchi & Saatchi Advertising Worldwide.

Interpublic, No. 2, formed Lintas:Worldwide, which now includes once independent Campbell-Ewald Worldwide. In 1986 it broke up the Marschalk Campbell-Ewald Worldwide network and in 1987 merged Campbell-Ewald's remaining U.S. shops with SSC&B:Lintas. In the new order, the SSC&B moniker has been laid to rest.

Return on revenues by mega groups

Rank	Group	Return on revenues 1987	1986	Net income 1987	1986	Billings 1987	1986
1	Saatchi & Saatchi PLC	6.1	5.4	73.3	37.3	1,206.5	692.2
2	Interpublic Group of Cos.	5.1	5.0	49.3	41.1	970.7	814.4
3	Omnicom Group	4.3	N/A	34.7	(4.1)	811.4	753.5
4	Ogilvy Group	4.0	4.8	29.8	27.0	738.5	660.1
5	WPP Group PLC	2.5	4.5	11.9	1.8	477.3	39.8

NOTE: Dollars in millions

The tightest race was for No. 3 in worldwide gross income with Omnicom Group beating out WPP. Ogilvy Group, No. 5, grew the fastest—31.9% in worldwide gross income—but had too far to come to replace any of the top four mega groups.

Saatchi & Saatchi proved not only to be the biggest, but its return on revenue the best. Its 6.1% return outpaced No. 2 Interpublic with 5.1% and No. 3 Omnicom Group, 4.3%. *(See accompanying chart.)*

The Mickelberry Corp. mega group continued to break apart. The New York-based public holding company that began as a marketer of specialty meat products started collecting advertising agencies in early 1980s. And in the past year, it has systematically divested itself of all but BBDM, Chicago, and Calvillo, Shevack & Partners.

First to go in January, 1987, was its biggest unit, C&W Group, (formerly Cunningham & Walsh), sold to N W Ayer. In September, Laurence, Charles, Free & Lawson went to Lowe Howard-Spink & Bell PLC, London. Within LHS&B, LCF&L will network with Allen Brady & Marsh, London.

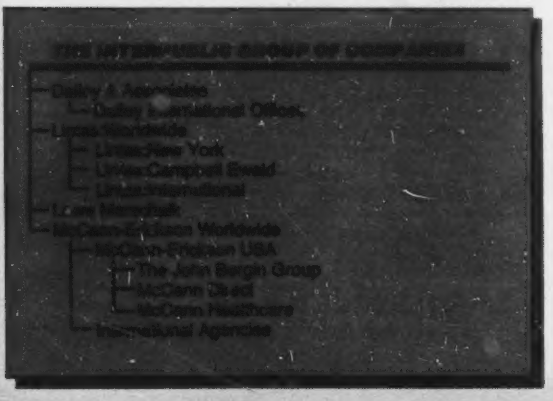
Mickelberry had trouble building its agency base. From 1982 when Mickelberry acquired Cunningham & Walsh, to the time of the sale of C&W, Mickelberry had not reported a gain in annual net income.

For the rankings of mega groups, AD AGE permitted mega groups to report fee income from non-media units in worldwide gross income. That figure is then capitalized to arrive at a billings equivalent *(See Page 4 for definition of capitalized billings.)* This is the same manner in which individual agencies treat their non-media units.

Saatchi & Saatchi is the only group to report pure "media advertising" figures, as it calls them. Media in Saatchi parlance does not include such disciplines as sales promotion, direct mail, consulting, design, market research. These non-media units balloon Saatchi's worldwide gross income to $1.68 billion on capitalized billings of $11.4 billion—figures picked up in the "Top six" chart for comparative purposes.

If non-media businesses were not included in the chart, only WPP would fall in the rankings—from No. 4 to No. 5, replaced by Ogilvy Group—based on WPP's drop in worldwide gross income to about $520 million from $892.5 million. Ogilvy's gross income would drop, too, but only to about $673 million from $723.9 million.

WCRS, however, counters Saatchi's methods indicating that the so-called, non-media advertising units are all part of a one-stop-shopping concept WCRS and many other mega groups are seeking to achieve. Since these units are integral to the rest of the business at a mega agency group, including media, they should be included in income.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International Agencies

Saatchi & Saatchi PLC

Saatchi & Saatchi PLC, London, had worldwide gross income of $1.3 billion on billings of $9 billion in 1987 for media-advertising operations, compared with estimated gross income of $1.2 billion on billings of $8.4 billion in 1986.

Non-U.S. returns contributed all the year-to-year growth. Non-U.S. gross income was $704.6 million, up 26.3% from an estimated $558 million in 1986, and non-U.S. billings of $4.7 billion, were up 26.6% from an estimated $3.7 billion in 1986. U.S. contributions included $630 million in gross income, down 5.3% from an estimated $665.2 million, and $4.3 billion in billings, down 6.8% from an estimated $4.7 billion.

Prior-year estimates by AD AGE are based on the sum of returns in 1986 of the current components in the Saatchi network. Saatchi, unlike other groups, does not include non-media income in its totals.

Saatchi & Saatchi contains two big worldwide networks:

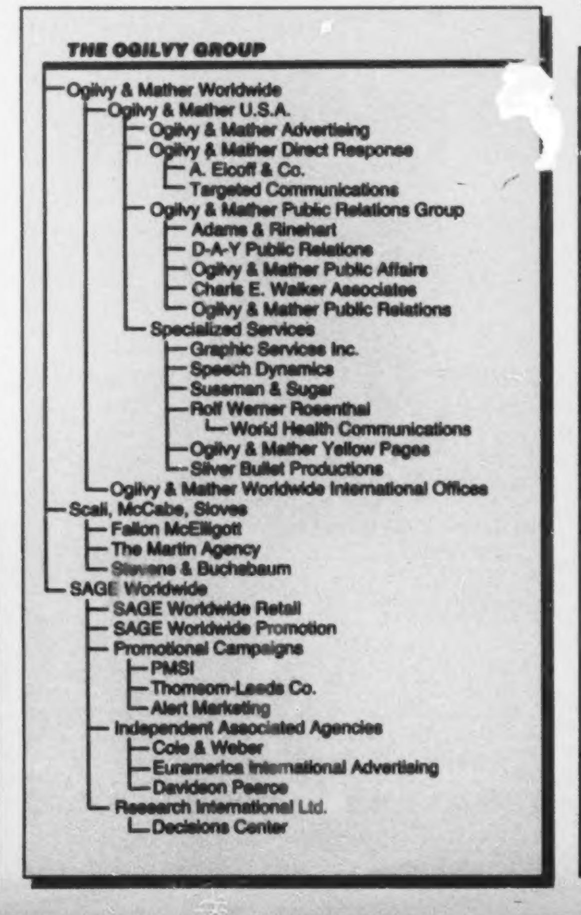
- Saatchi & Saatchi Advertising Worldwide.
- Backer Spielvogel Bates Worldwide.

Not part of either of the two agency networks are independent U.S. agencies, William Esty Co. and Conill Advertising.

The London-based group divides its organization into Saatchi & Saatchi Communications (all the advertising agencies) and Saatchi & Saatchi Consulting, the latter of which includes Yankelovich Clancy & Shulman in the U.S.

S&S went through extensive reorganization in 1987. Following the purchase in late 1986 of Ted Bates Worldwide and Backer & Spielvogel, S&S merged the two agencies into Backer Spielvogel Bates. Most former Bates subsidiaries were retained under the Backer Spielvogel Bates umbrella.

Names of core agencies in the U.S. were switched to Backer Spielvogel Bates, while the vast Bates international network fell under the Ted Bates International logo. This March, the big Dorland U.K. agency ($331.2 million in billings) was merged into the BSB office to form BSB/Dorland.


THE OGILVY GROUP
Ogilvy & Mather Worldwide
Ogilvy & Mather U.S.A.
Ogilvy & Mather Advertising
Ogilvy & Mather Direct Response
A. Eicoff & Co.
Targeted Communications
Ogilvy & Mather Public Relations Group
Adams & Rinehart
D-A-Y Public Relations
Ogilvy & Mather Public Affairs
Charls E. Walker Associates
Ogilvy & Mather Public Relations
Specialized Services
Graphic Services Inc.
Speech Dynamics
Sussman & Sugar
Rolf Werner Rosenthal
World Health Communications
Ogilvy & Mather Yellow Pages
Silver Bullet Productions
Ogilvy & Mather Worldwide International Offices
Scali, McCabe, Sloves
Fallon McElligott
The Martin Agency
Stevens & Buchsbaum
SAGE Worldwide
SAGE Worldwide Retail
SAGE Worldwide Promotion
Promotional Campaigns
PMSI
Thomsom-Leeds Co.
Alert Marketing
Independent Associated Agencies
Cole & Weber
Euramerica International Advertising
Davidson Pearce
Research International Ltd.
Decisions Center

Dorland was the Saatchi & Saatchi arm in 1986 that bought Dancer Fitzgerald Sample to create DFS Dorland. In 1987, the DFS portion was then merged with Saatchi & Saatchi Compton Worldwide to form Saatchi & Saatchi Advertising Worldwide.

This new unit in the U.S. includes the old Compton Advertising's New York operation and DFS Dorland's three offices in Torrance and San Francisco, Calif., and New York. The international group of Saatchi & Saatchi Compton Worldwide—consisting of the former Compton international network and Saatchi & Saatchi network—remained essentially intact.

William Esty Co. gained a Detroit office when it got Saatchi & Saatchi Compton Worldwide's Jeep/Eagle account—funneled to the agency when S&S Compton merged with DFS Dorland. The merged unit was then able to retain the Toyota account brought into the merger by DFS Dorland.

In another office shift in the U.S., Rumrill-Hoyt's New York office was merged with McCaffrey & McCall, as was the entire Saatchi agency, Fairfax Advertising.

Top execs: J.K. Gill, president; Maurice Saatchi, chm; Charles Saatchi, dir; D.S. Perring, dir; Simon J. Mellor, dir V. E. Millar, dir; D. B. Newlands, dir; J. T. Sinclair, dir; A. K. Woods, dir; V. E. Treves, non-exec.

Phone: (01) 930-2161 in London.

Interpublic Group of Cos.

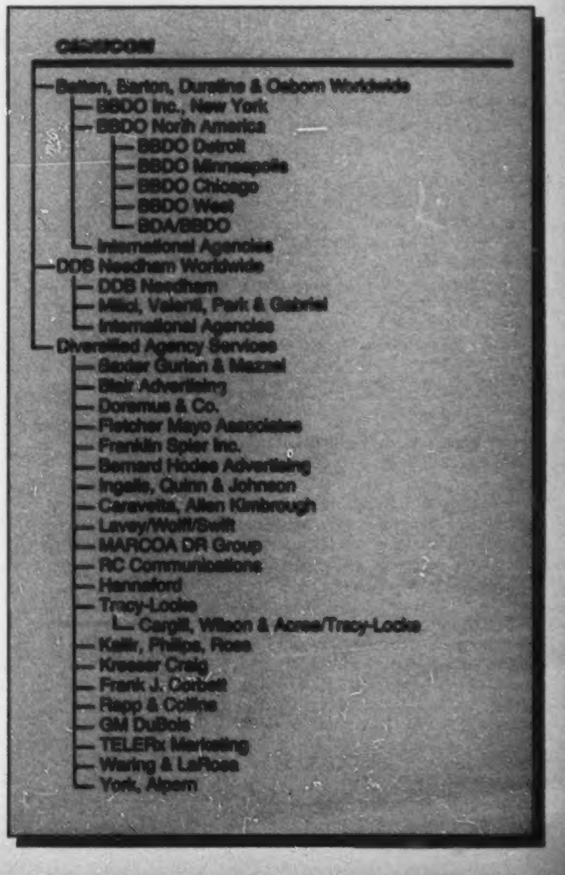
Interpublic, New York, registered worldwide growth of 20.7% in gross income and 19.2% in billings, with foreign contributions becoming even more a dominant factor than in the past. Foreign billings represented 60.7% of total billings in 1987 compared with 55.1% in 1986.

Interpublic had worldwide gross income in 1987 of $992.9 million on billings of $6.6 billion, compared with $822.4 million in gross income on billings of $5.6 billion in 1986. Comparisons are made on an historic basis.

In the U.S., gross income rose to $390.2 million on billings of $2.6 billion in 1987, compared with gross income of $373.5 million on billings of $2.49 billion in 1986. Both were up 4.5%.

Its foreign gross income grew 34.2% to $602 million on billings of $4 billion, up 31.3% from 1986.

Agencies assembled under the Interpublic banner include:


OMNICOM
Batten, Barton, Durstine & Osborn Worldwide
BBDO Inc., New York
BBDO North America
BBDO Detroit
BBDO Minneapolis
BBDO Chicago
BBDO West
BDA/BBDO
International Agencies
DDB Needham Worldwide
DDB Needham
Milici, Valenti, Park & Gabriel
International Agencies
Diversified Agency Services
Baxter Gurian & Mazzei
Blair Advertising
Doremus & Co.
Fletcher Mayo Associates
Franklin Spier Inc.
Bernard Hodes Advertising
Ingalls, Quinn & Johnson
Caravetta, Allen Kimbrough
Lavey/Wolff/Swift
MARCOA DR Group
RC Communications
Hannaford
Tracy-Locke
Cargill, Wilson & Acree/Tracy-Locke
Kallir, Philips, Ross
Kresser Craig
Frank J. Corbett
Rapp & Collins
GM DuBois
TELERx Marketing
Waring & LaRosa
York, Alpern

- McCann-Erickson Worldwide. Its U.S. arm is McCann-Erickson Inc., and its international operation, McCann-Erickson International.
- Lintas:Worldwide. The U.S. half is called Lintas, U.S.A., with individual shops carrying the Lintas:Campbell-Ewald tag except for Lintas:New York. Lintas:International is the foreign arm.
- Dailey & Associates
- Lowe Marschalk Inc.

During the year, Campbell-Ewald became part of Lintas:Worldwide, a new mega agency in Interpublic. In the U.S., the Lintas shops, formerly called SSC&B:Lintas, were changed to Lintas:Campbell-Ewald, except in New York where the agency became just Lintas:New York.

Interpublic had begun reshaping the group formerly called Marschalk/Campbell-Ewald in 1986 when it divided the network into Campbell-Ewald and Lowe Marschalk, the Lowe in the title coming from Lowe Howard-Spink & Bell PLC, a London-based agency holding company that purchased 30% of the agency.

McCann-Erickson continued to acquire agencies. It bought Bogart Delafield Ferrier, a medical agency in New Jersey, and at yearend reached agreement to purchase the U.S. arm of Geers Gross Advertising. In January, 1988, it announced plans to buy Phillips-Ramsey, the largest agency in San Diego. McCann also made a number of foreign agency acquisitions.

Top execs: Philip H. Geier Jr., chmn & ceo; Eugene P. Beard, exec vp-fin & operations, cfo; Edwin A. Kiernan Jr., sr vp, genl counsel & secy; C. Kent Kroeber, sr vp-human resources; Charles A. Mittelstadt, sr vp-Center for Advertising Services; Henry Strock, sr vp-financial analysis & acquisitions; Thomas J. Volpe, sr vp-financial operations & treasurer; Arthur E. Wilen, sr vp-development & professional services.

The company had 14,060 employees in 1987 compared with 13,201 in 1986.

Phone: (212) 399-8000.

Omnicom Group

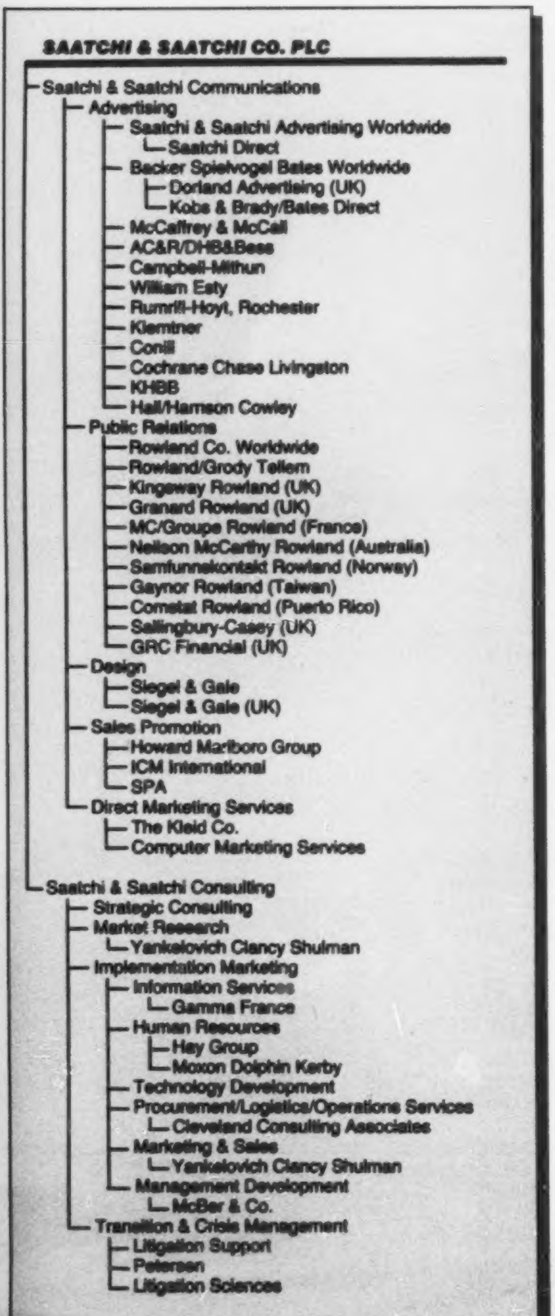
Omnicom Group got a boost from its foreign side in 1987. Foreign billings as a percent of worldwide billings grew from 34% to 38%. On the home front, Omnicom dropped 1.4% in gross income on a growth of only 1.3% in billings.

The decline in gross income was influenced by DDB Needham Worldwide's drop of 12.9% in U.S. gross income on a 6.4% decline in U.S. billings. BBDO Worldwide, the other big entity within Omnicom, registered small gains of 1.4% and 6.5% in U.S. gross income and billings, respectively.

Groups less non-advertising units

Rank	Group	W'wide gross income	W'wide billings
1	Saatchi & Saatchi PLC	1,334.6	9,023.0
2	Interpublic Group of Cos.	992.9	6,622.7
3	Omnicom Group	887.9	6,216.9
4	Ogilvy Group	672.7	4,700.0
5	WPP Group PLC	519.6	3,474.1
6	WCRS/Belier	216.2	1,540.3

NOTES: Dollars are in millions. Income figures are shown without contribution from non-advertising units such as pr, design, market research and consulting. The fee income associated with these units also was capitalized and removed from corresponding billings totals.



SAATCHI & SAATCHI CO. PLC

Saatchi & Saatchi Communications
Advertising
Saatchi & Saatchi Advertising Worldwide
Saatchi Direct
Backer Spielvogel Bates Worldwide
Dorland Advertising (UK)
Kobs & Brady/Bates Direct
McCaffrey & McCall
AC&R/DHB&Bess
Campbell-Mithun
William Esty
Rumrill-Hoyt, Rochester
Klemtner
Conill
Cochrane Chase Livingston
KHBB
Hall/Harrison Cowley
Public Relations
Rowland Co. Worldwide
Rowland/Grody Tellem
Kingsway Rowland (UK)
Granard Rowland (UK)
MC/Groupe Rowland (France)
Neilson McCarthy Rowland (Australia)
Samfunnskontakt Rowland (Norway)
Gaynor Rowland (Taiwan)
Comstat Rowland (Puerto Rico)
Sallingbury-Casey (UK)
GRC Financial (UK)
Design
Siegel & Gale
Siegel & Gale (UK)
Sales Promotion
Howard Marlboro Group
ICM International
SPA
Direct Marketing Services
The Kleid Co.
Computer Marketing Services
Saatchi & Saatchi Consulting
Strategic Consulting
Market Research
Yankelovich Clancy Shulman
Implementation Marketing
Information Services
Gamma France
Human Resources
Hay Group
Moxon Dolphin Kerby
Technology Development
Procurement/Logistics/Operations Services
Cleveland Consulting Associates
Marketing & Sales
Yankelovich Clancy Shulman
Management Development
McBer & Co.
Transition & Crisis Management
Litigation Support
Petersen
Litigation Sciences

Omnicom worldwide gross income was $895.5 million on billings of $6.3 billion in 1987, compared with gross income of $820.1 million on billings of $5.8 billion in 1986.

In the U.S., Omnicom had gross income of $549.4 million on billings of $3.9 billion in 1987, compared with gross income of $557.4 million on billings of $3.8 billion.

Formed in the spring of 1986, Omnicom consists of two groupings:

- BBDO Worldwide.
- DDB Needham Worldwide.

On an organizational level, subsidiary agencies of BBDO and DDB Needham form a third tier—Diversified Agency Services—although on a financial reporting basis, these DAS agencies are merged into the BBDO or DDB Needham networks.

Top execs: Allen Rosenshine, president & ceo; Raymond E. McGovern, secy, genl counsel; James A. Cannon, comptroller; Jack Kraushaar, dir corp svcs; Barry E. Longhrane, chmn & ceo, Diversified Agency Services Group; Thomas Watson, president, Diversified Agency Services Group.

Omnicom employed 9,898 worldwide in 257 offices in 1987, compared with 9,870 in 277 offices in 1986. The U.S., it employed 6,339 in 97 offices in 1987, compaed with 6,544 in 95 offices.

Phone: (212) 935-5660.

WPP Group PLC

WPP Group PLC, London, emerged as a megagroup through its acquisition of JWT Group, New York, in July, 1987. WPP prior to the acquisition was basically a marketing services company.

The group had worldwide gross income of $892.5 million on billings of $6 billion in 1987. In the U.S., gross income was $491.5 million on billings of $3.3 billion. No 1986 figures were provided because of the emergence of the group in 1987.

Components of WPP include:

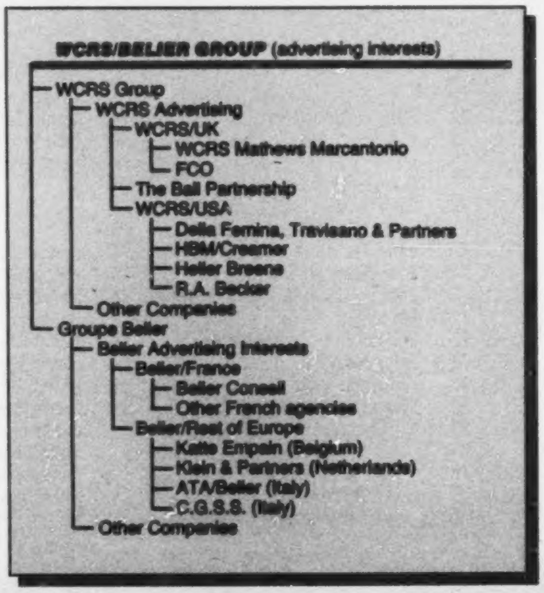
- J. Walter Thompson Co.
- Hill & Knowlton, pr.
- Simmons Market Research Bureau, market research.
- Winona Research. market research.
- Pace Communications, property marketing.
- Harvard Capital Group, financial communications
- Sidjakov Berman Gomez & Partners, graphics and design.
- Walker Group/CNI, graphics and design.
- Reese/Target Inc., public affairs direct marketing.
- Mendoza Dillon Asociados, specialist advertising.
- Lord, Geller, Federico, Einstein.

In mid-March, 1988, WPP suffered a rebellion in its ranks when six top executives from Lord, Geller, Federico, Einstein, New York, broke ranks to form Lord, Einstein, O'Neill & Partners, with financial support from Young & Rubicam.

Top execs: Martin Sorrell, group chief exec; Robert Lerwill, group fin dir; Jeremy Bullmore, John Quelch, dir (non-execs); Simeon Galpert, dir group treasury; Martyn Roberts, group tax dir; Doug Cheesman, corp devel U.S.; Anita Frew, corp devel, rest of the world; Chris Schulten, deputy group fin dir; Marie Hoban, group fin controller; Alicja Lesniak, controller, Europe; Peter Law-Gisiko, controller, Latin America/Asia Pacific; Lewis Trencher, controller, U.S.; Robert Emmins, fin dir, Rasor Communications Ltd; Daniel Tinkelman, fin dir, Rasor Communications Inc.

The group had 10,821 employees worldwide in 298 offices, of which 4,738 employees were in 100 U.S. offices.

Phone: (01) 408-2204 in London.



WCRS/BELIER GROUP (advertising interests)

WCRS Group
WCRS Advertising
WCRS/UK
WCRS Mathews Marcantonio
FCO
The Ball Partnership
WCRS/USA
Della Femina, Travisano & Partners
HBM/Creamer
Heller Breene
R.A. Becker
Other Companies
Groupe Belier
Belier Advertising Interests
Belier/France
Belier Conseil
Other French agencies
Belier/Rest of Europe
Katte Empain (Belgium)
Klein & Partners (Netherlands)
ATA/Belier (Italy)
C.G.S.S. (Italy)
Other Companies

Ogilvy Group Inc.

The Ogilvy Group, New York, also drew its growth from the foreign side. Foreign billings, for example, rose from 44% of total agency billings in 1986 to 50.8% in 1987.

Worldwide gross income was $723.9 million on billings of $5 billion in 1987, compared with gross income of $548.7 million on billings of $3.8 billion.

In the U.S., the group had gross income of $365.9 million on billings of $2.5 billion, compared with $319.3 million in gross income on billings of $2.13 billion.

Ogilvy Group comprises:

- Ogilvy & Mather Worldwide Inc.
- Scali, McCabe, Sloves Group.
- Independent Associate Agencies (includes Cole & Weber).
- Research International Ltd. (includes Decisions Center Inc., New York, involved in custom research.
- SAGE Worldwide, retail consulting.

Ogilvy Group employed 10,007 in 344 offices worldwide in 1987, compared with 8,817 in 271 offices in 1986. The agency employed 4,016 in 76 U.S. offices in 1987, compared with 3,845 in 65 U.S. agency shops in 1986.

Top execs: Executive committee—William E. Phillips, chmn & ceo; Kenneth Roman, chmn, Ogilvy & Mather Worldwide; Norman Berry, worldwide creative head, president-creative N.Y.; Graham Phillips, chmn, Ogilvy & Mather U.S., president-North America, Ogilvy & Mather Worldwide; John P. Gill, secy & treas.

The group had 10,007 employees worldwide in 344 offices in 1987, up from 8,817 in 271 offices in 1986. In the U.S., it had 4,016 employees in 76 offices in 1987, up from 3,845 employees in 65 offices in 1986.

Phone: (212) 907-3400.

WCRS/Belier Group

Two years ago owners of U.K. agency, Wight Collins Rutherford Scott (now WCRS Mathews Marcantonio), saw their future as big player in the agency business providing one-stop shopping, and to do this, the agency needed to be both multi-disciplined and multinational. That meant expansion.

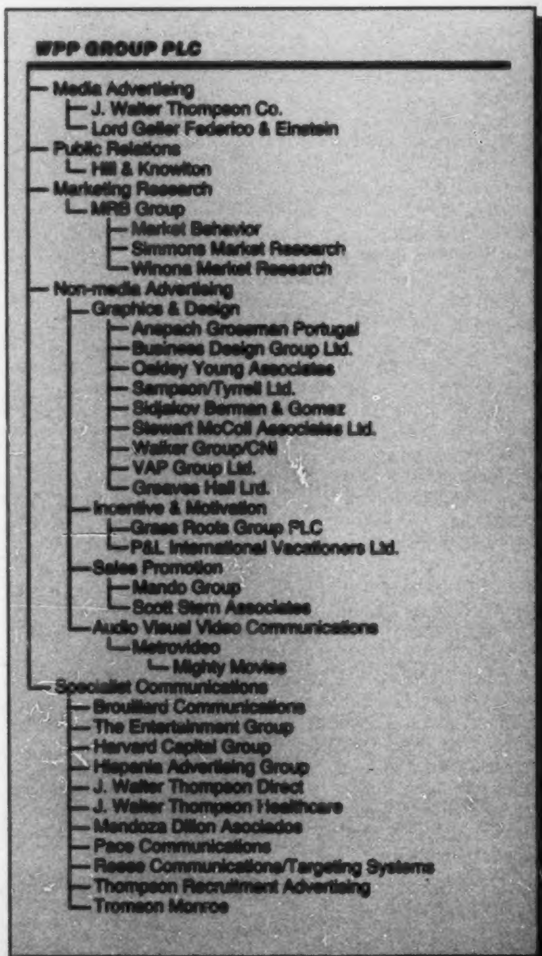
That decision has led to its latest metamorphosis: WCRS/Belier Group, London, which in 1987 had worldwide gross income of $230.2 million on billings of $1.6 billion, compared with estimated gross income of $184 million on billings of an estimated $1.3 billion in 1986. Figures are historic for a like comparison between the two years. WCRS is not listed in the tabular return-on-revenue chart because it has undergone meteoric growth since its last fiscal reporting period, April 1987.

The big growth for WCRS came in September, 1987, when it acquired 49% of Paris-based Groupe Belier from its owner Eurocom. Belier gave WCRS a Continental base. Earlier in the year, WCRS gained a Pacific presence through the acquisition of Ball Partnership from Ogilvy Group. On a constant basis, these non-U.S. acquisitions helped pushed non-U.S. income up from $23.7 million in 1986 to $137.3 million in 1987.

WCRS expanded into the U.S. mostly in 1986. Its U.S. properties include:

- Della Femina Travisano & Partners.
- HBM/Creamer.
- Creamer Dickson Basford, pr.

(Continued on Page 96)



WPP GROUP PLC

Media Advertising
J. Walter Thompson Co.
Lord Geller Federico & Einstein
Public Relations
Hill & Knowlton
Marketing Research
MRB Group
Market Behavior
Simmons Market Research
Winona Market Research
Non-media Advertising
Graphics & Design
Anspach Grossman Portugal
Business Design Group Ltd.
Oakley Young Associates
Sampson/Tyrrell Ltd.
Sidjakov Berman & Gomez
Stewart McColl Associates Ltd.
Walker Group/CNI
VAP Group Ltd.
Greaves Hall Ltd.
Incentive & Motivation
Grass Roots Group PLC
P&L International Vacationers Ltd.
Sales Promotion
Mando Group
Scott Stern Associates
Audio Visual Video Communications
Metrovideo
Mighty Movies
Specialist Communications
Brouillard Communications
The Entertainment Group
Harvard Capital Group
Hispania Advertising Group
J. Walter Thompson Direct
J. Walter Thompson Healthcare
Mendoza Dillon Asociados
Pace Communications
Reese Communications/Targeting Systems
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Top 100 by productivity

Rank	Agency	Employees/$1 million U.S. billings 1987	1986	% chg	Total U.S. employees 1987	1987	% chg
1	Towne, Silverstein, Rotter	0.54	0.69	(21.57)	45	56	(19.64)
2	Avrett, Free & Ginsberg	0.65	0.63	4.14	59	54	9.26
3	Admarketing	0.67	0.72	(7.08)	135	133	1.50
4	Ally & Gargano	0.81	0.93	(12.35)	255	274	(6.93)
5	Fallon McElligott	0.89	1.16	(13.00)	127	108	17.59
6	Hal Riney & Partners	0.93	1.08	(22.99)	185	135	37.04
7	Kornhauser & Calene	0.94	0.89	(14.35)	115	107	7.48
8	Lavey/Wolff/Swift	1.00	1.88	5.71	72	112	(35.71)
9	TBWA Advertising	1.02	1.05	(46.81)	128	110	16.36
10	Altschiller Reitzfeld	1.02	1.04	(3.23)	75	70	7.14
11	Ted Colangelo Associates	1.03	1.48	(2.16)	69	73	(5.48)
12	Wells, Rich, Greene	1.05	N/A	(30.63)	805	N/A	N/A
13	Laurence, Charles, Free & Lawson	1.07	1.10	N/A	322	317	1.58
14	Jordan, McGrath, Case & Taylor	1.11	1.19	(3.47)	310	285	8.77
15	Lally, McFarland & Pantello	1.15	1.62	(6.77)	78	70	11.43
16	McKinney & Silver	1.18	1.22	(28.67)	135	126	7.14
17	Chiat/Day	1.18	1.06	(3.64)	413	333	24.02
18	Thomas G. Ferguson Associates	1.19	1.13	11.32	100	70	42.86
19	Rubin Postaer & Associates	1.20	1.43	4.94	151	156	(3.21)
20	Leo Burnett Co.	1.21	1.30	(15.88)	1,877	1,768	6.17
21	Levine, Huntley, Schmidt & Beaver	1.24	1.66	(6.74)	225	208	8.17
22	Griffin Bacal	1.25	1.23	(25.49)	200	175	14.29
23	Lintas:Worldwide	1.25	1.43	1.39	1,390	1,494	(6.96)
24	Della Femina, Travisano & Partners	1.27	1.25	(12.31)	359	267	34.46
25	Tatham-Laird & Kudner	1.29	1.45	0.92	312	345	(9.57)
26	Rapp & Collins USA	1.31	1.34	(10.78)	130	110	18.18
27	GSDM	1.31	N/A	(2.74)	135	N/A	N/A
28	Keye/Donna/Pearlstein	1.32	1.63	N/A	105	103	1.94
29	Medicus Intercon International	1.32	1.54	(18.79)	136	127	7.09
30	Vicom/FCB	1.35	1.78	(14.16)	101	88	14.77
31	Warwick Advertising	1.35	1.38	(24.15)	190	190	0.00
32	Backer Spielvogel Bates Worldwide	1.36	1.55	(2.13)	2,458	2,814	(12.65)
33	Henderson Advertising	1.43	1.50	(4.50)	101	120	(15.83)
34	Ammirati & Puris	1.44	1.53	(6.01)	245	230	6.52
35	Sudler & Hennessey	1.46	1.55	(5.91)	191	192	(0.52)
36	The Bloom Cos.	1.46	1.71	(14.75)	265	304	(12.83)
37	Scali, McCabe, Sloves	1.47	1.57	(6.34)	744	714	4.20
38	Lord, Geller, Federico, Einstein	1.47	1.48	(0.79)	325	314	3.50
39	Geer, DuBois	1.48	1.43	3.48	170	150	13.33
40	MARCOA DR Group	1.48	1.57	(5.50)	177	173	2.31
41	Grey Advertising	1.49	1.65	(9.74)	2,165	2,238	(3.26)
42	Kallir, Philips, Ross	1.49	1.37	8.83	185	155	19.35
43	Wunderman Worldwide	1.51	1.80	(16.00)	393	404	(2.72)
44	Lowe Marschalk	1.52	1.57	(3.22)	461	512	(9.96)
45	AC&R/DHB&Bess	1.52	1.67	(9.23)	471	490	(3.88)
46	DDB Needham Worldwide	1.54	1.51	2.25	2,493	2,605	(4.30)
47	J. Walter Thompson Co.	1.55	1.75	(11.76)	2,506	3,035	(17.43)
48	William Douglas McAdams	1.56	1.59	(1.93)	159	165	(3.64)
49	Hill, Holliday, Connors, Cosmopulos	1.60	1.66	(3.63)	391	350	11.71
50	Tucker Wayne/Luckie & Co.	1.61	N/A	N/A	198	N/A	N/A
51	Bozell, Jacobs, Kenyon & Eckhardt	1.61	1.90	(15.35)	1,847	2,068	(10.69)
52	Ross Roy Group	1.62	1.75	(7.31)	771	728	5.91
53	Ogilvy & Mather Worldwide	~~1.64~~	1.71	(3.81)	2,863	2,840	0.81
54	Eisaman, Johns & Laws	1.64	1.77	(7.10)	168	158	6.33
55	Campbell-Mithun	1.66	1.91	(13.29)	705	726	(2.89)
56	McCann-Erickson Worldwide	1.66	1.70	(2.16)	1,789	1,661	7.71
57	D'Arcy Masius Benton & Bowles	1.67	1.81	(7.98)	2,219	2,314	(4.11)
58	N W Ayer	1.67	1.30	28.70	1,464	1,184	23.65
59	Richards Group	1.67	1.91	(12.24)	149	157	(5.10)
60	Dailey & Associates	1.67	1.29	30.12	189	181	4.42
61	BBDO Worldwide	1.68	1.84	(8.37)	3,780	3,873	(2.40)
62	Cole & Weber	1.69	2.25	(25.10)	147	204	(27.94)
63	Davis, Johnson, Mogul & Colombatto	1.70	1.84	(7.77)	228	240	(5.00)
64	HDM	1.71	1.65	3.77	353	510	(30.78)
65	Muir Cornelius Moore	1.72	1.98	(12.91)	125	125	0.00
66	Kobs & Brady Advertising	1.75	1.74	0.36	149	141	5.67
67	Doremus & Co.	1.77	1.89	(6.75)	525	535	(1.87)
68	HBM/Creamer	1.78	2.09	(14.68)	485	558	(13.08)
69	Ingalls, Quinn & Johnson	1.79	2.33	(22.94)	242	273	(11.36)
70	Valentine-Radford	1.80	2.15	(15.97)	146	152	(3.95)
71	Tracy-Locke	1.82	1.91	(4.68)	593	604	(1.82)
72	Foote, Cone & Belding Communications	1.82	2.04	(10.59)	2,972	3,300	(9.94)
73	Cramer-Krasselt Co.	1.87	1.98	(5.44)	158	139	13.67
74	Young & Rubicam	1.90	2.07	(8.54)	4,876	4,949	(1.48)
75	Ketchum Advertising	1.90	1.85	2.37	1,157	905	27.85
76	Ogilvy & Mather Direct Response	1.90	2.04	(6.75)	495	490	1.02
77	Harold Cabot & Co.	1.92	1.84	4.55	155	125	24.00
78	Wyse Advertising	1.98	1.98	0.41	185	173	6.94
79	Earle Palmer Brown Cos.	2.01	N/A	N/A	501	N/A	N/A
80	W.B. Doner & Co.	2.03	2.32	(12.75)	501	488	2.66
81	Meldrum & Fewsmith	2.04	1.80	13.42	149	149	0.00
82	Lewis, Gilman & Kynett	2.15	2.30	(6.39)	275	280	(1.79)
83	Weightman Group	2.15	2.56	(15.88)	201	220	(8.64)
84	Bernard Hodes Advertising Group	2.22	2.51	(11.34)	401	348	15.23
85	Evans Communications	2.25	2.38	(5.43)	342	345	(0.87)
86	Nationwide Advertising Service	2.28	3.51	(35.11)	358	358	0.00
87	Creswell, Munsell, Fultz & Zirbel	2.28	2.42	(5.63)	173	174	(0.57)
88	Carmichael Lynch	2.33	2.60	(10.37)	165	165	0.00
89	Miller Advertising Agency	2.36	3.04	(22.41)	180	180	0.00
90	Fallgren & Swink	2.55	2.67	(4.24)	303	304	(0.33)
91	Al Paul Lefton Co.	2.59	2.69	(3.82)	180	185	(2.70)
92	Venet Cos.	2.82	2.94	(4.16)	214	203	5.42
93	Telephone Marketing Programs	4.50	4.97	(9.42)	650	586	10.92
94	Direct Marketing Group	4.59	4.46	3.08	688	618	11.33
95	Keller-Crescent Co.	4.90	5.14	(4.76)	561	560	0.18
N/A	Saatchi & Saatchi Advertising Worldwide	N/A	N/A	N/A	N/A	N/A	N/A
N/A	McCaffrey & McCall	N/A	N/A	N/A	N/A	N/A	N/A
N/A	William Esty Co.	N/A	N/A	N/A	N/A	N/A	N/A
N/A	Martin Agency	N/A	N/A	N/A	N/A	N/A	N/A
N/A	Stone & Adler	N/A	N/A	N/A	N/A	N/A	N/A

NOTES: Employees per $1 million in billings is computed by dividing total U.S. employees by U.S. billings in millions of dollars. A negative percent change in employees per $1 million in billings—in parentheses—indicates an improvement in productivity from 1986 to 1987.

Six more agencies

By gross income beyond the 500

Rank	Agency	Gross Income 1987	1986	Billings 1987	1986
501	Shea & Ziegler	93.5	24.6	615.1	161.9
502	N. Armstrong Advertising	89.9	91.0	639.4	701.8
503	Marketing Lab	82.5	53.9	712.3	510.1
504	High Plains Publishers	39.4	72.1	244.4	397.4
505	Lesko Inc.*	37.5	33.8	250.0	225.0
506	Scott Associates*	15.6	73.9	99.8	168.9

NOTES: Dollars are in thousands. * indicates figures are AA estimates. The companies listed above are included in the media billings chart in Section II, beginning on Page 18 and are profiled in Section IV, beginning on Page 68.

Footnotes to tables

(Continued from Page 4)

if the parent were allowed to fold in billings of its subsidiaries.

For example, in the chart headlined, "Top 10 U.S. agencies in farm publication billings," on Page 78, Creswell, Munsell, Fultz & Zirbel is ranked No. 2. If its billings were not subtracted from those of Y&R, both would appear on the chart and hence be double-dipped.

This policy does present problems. Some subsidiaries report media billings to their parent company differently than they are reported to AA. Sometimes direct response billings are reported to the parent company as capitalized fees and to AA as media billed, or vice versa. Newspaper and magazine categories often contain some or all of farm, business and medical publication billings in either parent or subsidiary.

Also, spot, network and cable TV billings are sometimes combined.

In all cases, subsidiaries are given the full benefit of media billings reported. The listing by media billings in Section II is all undouble-dipped.

Although this process is not undertaken to penalize parent companies, parent media billings must reflect the aggregate of all media billed by subsidiaries. As such, parent companies bear the full responsibility of subsidiary reporting. Parent companies which include the billings of subsidiaries are expected to reflect subsidiary totals within the parent's composite media totals.

Retrospective figures

The "Five-year gross income and billings review" and the "AA 500 Index" contain totals from 1983 to present, for the top 25, top 100 and top 500.

In both charts, all figures are constant, meaning all figures are for the year in which they were reported. The AA 500 for 1987 is not the same group of agencies as the AA 500 for 1986.

In all other cases in this issue, previous years' totals are historical unless otherwise noted. This is done for comparison purposes for individual agencies. Where agencies have been acquired within the last year, 1986 totals represent the parent agency's historical figures as if it owned the agency during the entire previous year.

AA reference to the top 25 agencies refers to those ranked by gross income in Section I, on Page 6, beginning with Young & Rubicam and ending with Chiat/Day. However, totals representing the top 25, top 100 and top 500 are all undouble-dipped. All subsidiaries have been subtracted.

This allows AA to maintain a constant top 25 agencies without double-dipping No. 20 Ogilvy & Mather Direct Response with parent, No. 5 Ogilvy & Mather Worldwide, for example.

Saatchi widens lead

(Continued from Page 93)

- Heller Breene, Boston, design, advertising.
- Robert A. Becker, New York, healthcare advertising.
- Cohn & Wells, San Francisco, direct marketing.

WCRS, which also has expanded into pr and design among other disciplines, in mid-March reached agreement to buy 50% of GGMD, Paris, Europe's leading media-buying unit.

WCRS and Groupe Belier are in the process of forming a board of directors. Principals of the two groups to be included on the board include: Robin Wight, chmn-WCRS Group, chmn-WCRS Advertising; Peter Scott, ceo-WCRS Group; Tim Breene, deputy ceo-WCRS Group; Roger Neill, deputy chmn-WCRS Advertising; Charles Stern, cfo-WCRS Group; Claude Douce, chmn-ceo Groupe Belier; Bernard Petit, mg dir-Groupe Belier.

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Philip Morris force behind new council

By STEVEN W. COLFORD

The spark behind the controversy over two similar industry "councils" set up to fight ad taxes and other issues is tobacco giant Philip Morris Cos.

Phil Smith, chairman-ceo of General Foods Corp., last week said his company's parent "took the initiative" in organizing a new Leadership Council on Advertising Issues, so far made up of GF, Mars Inc., Ogilvy Group, Procter & Gamble Co. and Time Inc.

The ad hoc group is being formed despite the startup of a similiar organization, the Council for Commercial Freedom, an advisory panel to the three advertising associations announced last week.

The purpose of both groups is to fight government infringement on advertiser rights (AA, March 28).

PM took action because of the threat of higher tobacco taxes in lieu of the advertising tax that Florida unsuccessfully tried to implement last year.

Although it has yet to meet, the Leadership Council has been under consideration at least since mid-1987. That's about the same time the associations began hammering out plans for their Council for Commercial Freedom.

Already industry association leaders and their board members are questioning the need for two groups with similar goals, and leave no question as to which they'd like to see continue.

Dewitt Helm Jr., president of the Association of National

(Continued on Page 73)

> *"I don't feel there is a need for two organizations working to the same purpose. . . . The existing structures . . . are doing the job."*
>
> **—AAF Chairman James Blocki**

Last Minute News

Diamandis seeks investors

NEW YORK—Diamandis Communications Inc. is negotiating to sell part of the company to interested investors, including Hachette Publications, sources say. Recent industry rumors had speculated that DCI was for sale. The company was created last year in a $650 million management-led buyout of CBS Magazines. But sources within DCI say CEO Peter Diamandis is only looking for an investor to help reduce the company's debt while he keeps management control.

Baseball, MasterCard team up

NEW YORK—Major League Baseball is close to finalizing a deal with MasterCard International to create affinity card programs for its 26 teams, sources say. The cards, which will be issued by local banks, will carry individual team logos. Lintas:Worldwide is agency of record for MasterCard.

Gallo talks to Noble

MODESTO, CALIF.—E&J Gallo Winery last week met with John Noble Advertising, San Francisco, fueling speculation

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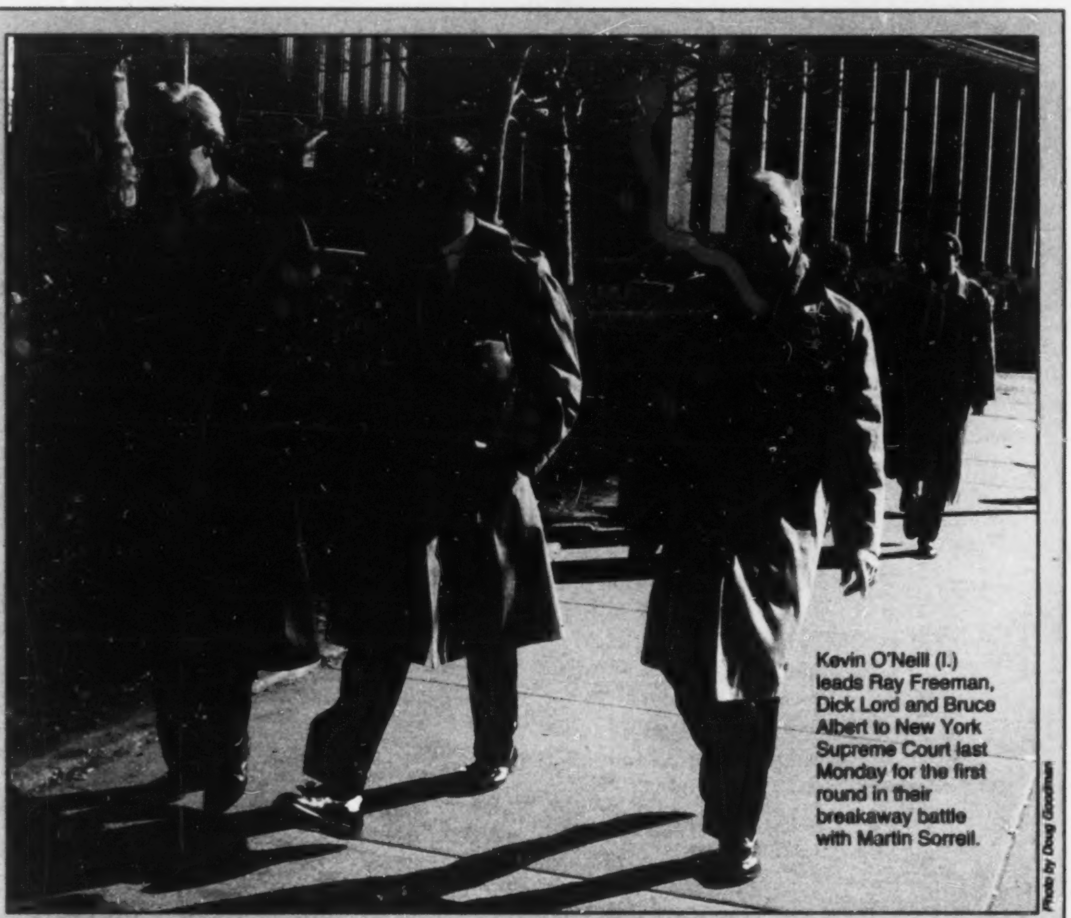
Agency of the Year finalists—P. 48



Kevin O'Neill (l.) leads Ray Freeman, Dick Lord and Bruce Albert to New York Supreme Court last Monday for the first round in their breakaway battle with Martin Sorrell.

Photo by Doug Goodman

'Conspiracy'

Sorrell claims breakaway is a plot to force LGFE sale

By JON LAFAYETTE
and GARY LEVIN

NEW YORK—In a surprising courtroom tactic, WPP Group may try to prove that the walkout of six key Lord, Geller, Federico, Einstein executives was designed to force WPP to sell the agency at a devalued price.

WPP may claim that a circle of conspiracy had been formed by former LGFE Chairman-CEO Richard Lord, his associates and Young & Rubicam, and that Dean Witter Reynolds may be a part of it.

Under this scenario, Dean Witter, both LGFE's client and a contact of Mr. Lord in the breakaway, would try to arrange a purchase of the agency after the executive departure.

WPP Chief Executive Martin Sorrell refused to say whether he had been contacted about a possible sale of LGFE since the walkout on March 18, but he restated his position that the agency is not for sale. Prior to the breakaway,

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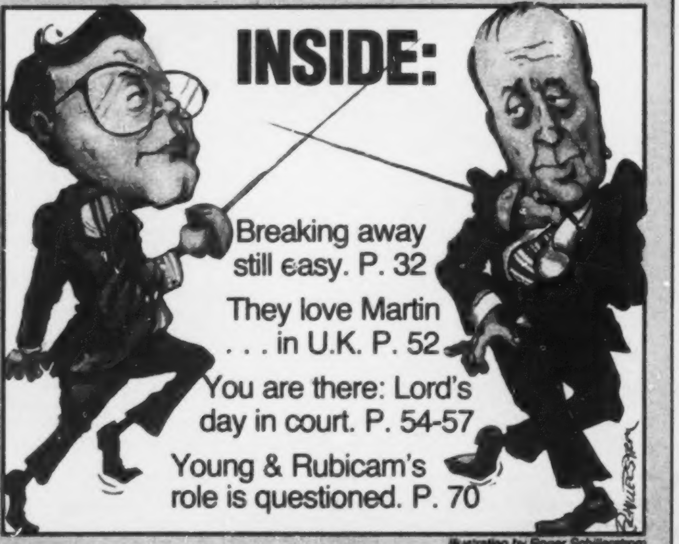

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SCHILLERSTROM

Illustration by Roger Schillerstrom

P&G's new Folgers roasts GF

By JUDANN DAGNOLI and LAURIE FREEMAN

Procter & Gamble Co. is going national with its low-cost challenge to coffee market leader General Foods Corp., beginning in the leader's own backyard.

Sales materials being distributed in the New York metropolitan area on the new "fast-roast" Folgers call it P&G's "first major initiative to achieve share gains" in the stronghold market of GF's Maxwell House brand.

P&G's goal: to "be the No. 1-selling ground coffee brand in metro New York at the start of 1990."

Industry executives call the move a gamble. By replacing regular Folgers with the lower-price version, P&G will either force the $4.8 billion industry to follow suit or be left holding the bag, sources say.

The fast-roast Folgers, essentially a condensation of 16 ounces of coffee into a 13-ounce package, is made by roasting coffee beans "faster and hotter" so they "puff more," a P&G spokeswoman said.

As a result, the company uses fewer green beans and can reduce the list price of the new Folgers.

The launch begins on the East Coast the week of April 11, with shipments to the rest of the U.S. starting about two weeks later.

The product earlier was launched on the West Coast (AA, March 7).

P&G apparently will support the new Folgers with regional marketing plans, varying in different parts of the country.

The ball is now in the court of GF, which will have to respond quickly—either by converting to or discrediting the product—or risk losing out to Folgers.

Sources close to GF say the company is concerned about P&G's strategy and may try to rally the industry against P&G's low-price move, which executives believe might reduce the "quality" image of major brands.

GF refused comment about its plans.

P&G apparently will support the new Folgers with regional marketing plans, varying in different parts of the country.

In the New York area, for example, P&G sales materials say plans include special events, co-op sampling programs with retailers, regionally targeted media and switchover to the new Folgers in advertising.

Sales materials also promise regional promotions, including New York-area tie-ins with Kraft's Lender's bagels, Fugazy Travel, Marriott Hotels, Thomas' English muffins, Canandaigua Wine Co.'s Manischewitz and P&G's own Duncan Hines products, according to the materials.

Folgers' new 20¢-per-can price reduction will give P&G a strong base in low-price coffee in a market where prices are again spiraling upward at retail. It's a particular advantage against GF, which has lost share and is boosting its retail coffee prices.

GF won't state how much share it has lost. But according to P&G sales materials, GF's national share of the regular coffee market stands at 34.6% of the market in cases, down from 35.9% a year ago. The materials also indicate P&G is closing in

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HELP
HEAL
ULCERS

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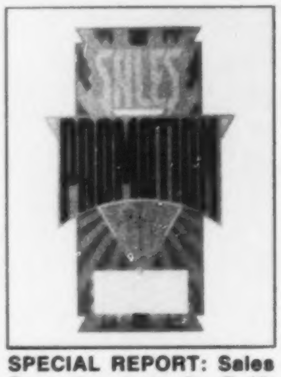

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Saturn voyage threatens Riney at Austin Rover

By RAYMOND SERAFIN

Austin Rover Cars of North America, feeling betrayed by Hal Riney & Partners' pursuit of the $80 million-plus Saturn business without its knowledge, may fire Riney from its $20 million account.

"To put it mildly, I am surprised and disappointed that we didn't know sooner," said Raymond Ketchledge, president of Austin Rover, U.S. marketer of the British-built Sterling luxury sedan.

Riney won that business just last May.

"We're assessing what's best for Sterling and its dealers. I don't feel we have to do anything in the next 48 hours, but we do want to get this whole issue behind us," Mr. Ketchledge said in an April 1 interview.

Mr. Ketchledge, in an interview with ADVERTISING AGE about a week earlier, dismissed rumors of Riney's pursuit of the Saturn account. He praised the agency's work on Sterling. And he said he'd been led to believe by Riney officials that they wouldn't go after a large automotive account because that would change the independent nature of the agency by making it overly dependent on a single account.

Mr. Ketchledge said that even if Austin Rover let Riney handle a second automotive account, he doubted General Motors Corp., Saturn's parent, would bend its longstanding policy prohibiting its agencies from working for another auto marketer.

"Even if we're not in direct conflict now, what would happen if we bring in another, smaller car?" Mr. Ketchledge asked.

He added that a number of qualified agencies expressed interest in the account when it was up for review last year.

"I'm confident we can get a good agency in 90 days," he said. Before Riney, the account was handled by Beber Silverstein & Partners, Miami.

Riney President Jim Travis broke the news to Austin Rover Chairman Norman Braman March 29. That was a day after Saturn reduced its

(Continued on Page 72)

ABC pulls guarantee for kids' TV audience

By VERNE GAY

NEW YORK—ABC-TV last week said it won't give guarantees on commercial time bought on its Saturday morning schedule, which will radically affect how children's TV—and possibly other dayparts—will be purchased.

ABC's decision against providing "make-goods" to advertisers could be dramatic. Networks traditionally agree to make good, or reimburse advertisers, when the actual audience delivered falls short of the networks' guarantees. Already, one major buyer of time on children's shows—Saatchi & Saatchi DFS Compton—said it won't buy time on ABC's schedule.

The confusion over children's TV isn't the only event that threatens to disrupt upfront buying. This week and next, advertisers will begin to pick up options on their third-quarter network inventory, which will be an indication of the 1988-89 prime-time and daytime upfront market's strength or weakness.

In addition, the actors' strike promises to disrupt this summer's buying market.

But ABC's decision will have the most immediate impact because the children's marketplace is expected to start within two weeks.

The Big 3 networks—especially CBS—have sent signals that they wish to drop guarantees in other dayparts. If ABC succeeds in doing that with children's TV, other dayparts on other networks could follow.

The last time a major network—CBS—decided not to guarantee demographics was in 1982 and the consequences were disastrous: Many advertisers refused to place

(Continued on Page 72)

AIDS spots to test TV policies

Is it OK to say 'condom'?

By JANET MEYERS

The Big 3 TV networks' ad-clearance policies will be put to the test this month by the federal government and other AIDS information groups, whose new public service campaigns will specifically recommend using condoms.

The word "condom" has been a red flag to the networks. But the government's AIDS campaign, which had steered clear of controversy, is entering a second, more explicit phase with public service announcements scheduled for distribution this month.

The spots will target women at risk for contracting AIDS and describe condoms as one of the best ways to avoid the disease.

The American Foundation for AIDS Research, a fund-raising group whose spokeswoman is Elizabeth Taylor, also plans a public service campaign this spring focusing on condoms. The Advertising Council handles, with creative by Scali, McCabe, Sloves, New York.

Recently, representatives from AmFAR, the Centers for Disease Control, the Red Cross, the Surgeon General's office and other groups met to discuss how to persuade the networks to ease their standards.

The CDC campaign's first phase, which broke last October, generally steered clear of mentioning condoms (AA, Sept. 28). Only one of the more than 20 AIDS spots mentioned the word, and only NBC put the message on the air. CBS rejected the spot, while ABC accepted but hasn't aired it.

The total campaign got more than $6 million in free network time through January.

"It's not the word 'condom' that gives us the problem," said George Dessart, CBS/-Broadcast Group VP-program practices. CBS turned down the spot because it advocated contraceptive use, he said.

Some CBS affiliates say commercials and PSAs for condoms wouldn't be accepted in their communities, Mr. Dessart said.

NBC aired the condom spot three or four times without any viewer complaints, said Dom Giofre, manager of corporate information at the network.

ABC will air PSAs that mention condoms in "an informative sense," said David Horowitz, manager of public relations. ABC last year aired an AmFAR spot that featured a replay of Surgeon General C. Everett Koop's congressional testimony advocating the use of condoms. But the network prefers to confine the discussion of condoms to programming, Mr. Horowitz said.

The CDC believes it must use a more targeted approach for the second part of the government's campaign, said Steve Rabin, senior VP for Ogilvy & Mather, Washington, which handles the effort.

In researching how to educate women whose sexual partners may be drug users or bisexuals, O&M discovered "condoms will have to be part of the strategy," he said.#

For Your Own Benefit

Do Not Sign
Interim Agreements
During the SAG/AFTRA Strike.

Since the beginning of the SAG/AFTRA strike against the advertising industry on March 21, 1988, the talent unions have been peddling a so-called "interim agreement" which they are asking advertisers, agencies and production houses to sign.

The A.N.A./A.A.A.A. Joint Policy Committee on Talent Union Relations *strongly* advises that *no one* sign an interim agreement.

Here's why:

- The terms of the interim agreement contain provisions proposed by the unions and rejected by the industry in the negotiations. These include a brand new residual scheme for commercials used on cable systems based on cumulative numbers of subscribers to the systems, retention of the cost-of-living allowance clause that the industry had proposed be deleted and which the unions had tentatively agreed to delete, and costly provisions on stunt performers and precision drivers.
- Producers who sign interim agreements will be bound by the unfavorable conditions of those agreements for the entire three-year period of the contract for commercials produced while the interim agreements are in effect.
- By signing interim agreements, producers would be breaking ranks with the industry negotiating team—the Joint Policy Committee—and would accede to the union's "divide and conquer" strategy.
- By signing interim agreements, producers would signal to the unions that they don't care what is in the final contract negotiated between the Joint Policy Committee and the talent unions—a bad signal for this and future negotiations.
- By signing interim agreements, producers would give broad employment and financial support to union members who are *on strike* against this industry.
- Producers do not need interim agreements to produce commercials. The industry is today producing and will, for the duration of the strike, continue to produce commercials with whatever talent is willing to work.

Do Not Sign SAG/AFTRA Interim Agreements.

**This advertisement was placed and paid for by the A.N.A./A.A.A.A.
Joint Policy Committee on Broadcast Talent Union Relations.**

Ross Roy buys shop in Canada

By PATRICIA STRNAD

Ross Roy Group this week will announce its acquisition of the Nathan Fraser Agency, Toronto, which has billings of at least $15 million.

The acquisition will raise Ross Roy's Canadian billings by 37.5% to about $55 million, putting it among Canada's top 20 agencies.

G. Fortinberry

Ross Roy Chairman-CEO Glen Fortinberry said late last year that his agency was negotiating to buy agencies in Toronto and the U.S. (AA, Dec. 21). The U.S. agency apparently is Group 243, Ann Arbor, Mich., which holds Domino's Pizza's $50 million-plus national account (*see story, Page 22*).

Bloomfield Hills-based Ross Roy is expected to merge Nathan Fraser with Ross Roy Advertising, Toronto, one of its two Canadian affiliates. The other affiliate is Commercial Associates/Ross Roy, Windsor, Ontario.

Nathan Fraser's Robert Monk, chairman-executive creative director, and Richard Brightling, president, are likely to keep those titles at the merged agency, sources said.

Dennis Ricketts, senior VP at Ross Roy Advertising, also is expected to play a major role and will spend more time servicing K mart Canada.

Nathan Fraser recently won Continental Airlines' Canadian account from Scali, McCabe, Sloves, Toronto, and has picked up several other accounts that will be disclosed soon, a source said.#

CORRECTIONS & CLARIFICATIONS

- In John C. Maxwell's report on 1987 liquor sales (AA, March 21, P. 74), Carillon Importers should have been listed as the marketer of Absolut vodka, not Paddington Corp. Both are divisions of IDV Grand Metropolitan.
- Corrected totals for *Vogue* in Consumer Magazine Ad Linage (AA, Feb. 29, P. 56) are February 1988, 293; February 1987, 302; year-to-date 1988, 396; year-to-date 1987, 421.#